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TOWN MEETING ACCEPTANCE MAY 1, 2012
In effect unless overturned by the Attorney General

Article 29. I move that the Town Meeting vote to adopt an amendment to the Town of Auburn Zoning By-Law, Section 7 (Sign By-Law), to read as printed in the May 1, 2012 Annual Town Meeting Warrant.

Motion by Eleena Rioux-Olson

Seconded by Paul Kosky

Norman Bergeron made a motion to postpone indefinitely this article

Seconded by Daniel Browne

Vote on postponing indefinitely was not in favor

Vote on Article 29, YES 50, NO 25, in favor

Section 7

Signs and Advertising Devices

7.0 Purpose and Intent It is recognized that signs perform important functions, which are essential for the public safety and general welfare of the community. The public interest is served by [the] use of signs by business and services to identify their premises as well as providing orientation, information about goods and services available and communicating noncommercial messages. The regulation of signs is necessary in order to preserve and enhance the governmental interests of the Town of Auburn in its natural, scenic, historic, cultural and aesthetic qualities as well as preventing hazards to vehicular and pedestrian traffic.

7.1 Definitions For the purpose of this section, the following terms shall have the following meaning:

7.1.1 Signs and Advertising Devices –Any permanent or temporary structure, device, symbol, design, letter, words, model, banner, pennant, insignia, logo, trade flag, balloon, lighting or representation used as or is in the nature of, an advertisement, announcement, direction or [to] identify any place of business, product, activity or person and which is designed to be seen from the outside of a building.

7.1.2 Erecting – Any constructing, re-lettering, extending, altering or changing of a sign other than repainting, repairing and maintaining.

7.1.3 Sign Types and other Definitions

Abandoned Sign: Any sign or sign structure which has not been used for the display of sign copy for more than sixty (60) days, or that no longer identifies or advertises a location, product, or activity conducted on the premises upon which the sign is located.

Advertising Vehicle: Any registered or unregistered vehicle or trailer having attached thereto or located thereon any sign or advertising device which advertises a product, business, or service, or directs people to a business or activity located on any premises. This definition does not include the identification of a firm or its products on a vehicle operated during the normal course of business. Franchised buses and taxis are specifically excluded from this definition.

Animated Sign: A sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this code, include the following types:

1) Environmentally Activated: Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennants and pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.

2) Mechanically Activated: Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

3) Electrically Activated: Animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:

a) Flashing: Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination.

b) Patterned Illusionary Movement: Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

Banners: a strip of cloth or other man made fabric on which a sign is painted, silk-screened or printed. The display area shall be defined as the area of one face of the banner. The banner shall not exceed (40) square feet. (5/13/99)

Building Elevation: The entire side of a building, from ground level to roofline, as viewed

Canopy (Attached): A multi-sided overhead structure or architectural projection supported by attachment to a building on one or more sides and either cantilevered from such building

or also supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light.

Canopy (Freestanding): A multi-sided overhead structure supported by columns, but not enclosed by walls. The surface(s) and or soffit of a freestanding canopy may be illuminated by means of internal or external sources of light.

Canopy Sign: A sign affixed to the visible surface(s) of an attached or freestanding canopy.

Changeable Sign: A sign with the capability of content change by means of manual or remote input, including signs, which are:

- 1) Manually Activated - Changeable sign whose message copy or content can be changed manually
- 2) Electrically Activated - Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light source designed to reflect off the changeable component display. See also: Electronic Message Sign or Center

Community Event: An occurrence open to the general public, and organized by (or in cooperation with) a public agency or civic organization located within the Town of Auburn.

Copy: Those letters, numerals, figures, symbols, logos, and graphic elements comprising the content or message of a sign, excluding numerals identifying street address only.

Development Complex Sign: A freestanding sign identifying a multiple-occupancy development, such as a shopping center or planned industrial park, which is controlled by a single-owner or landlord.

Directional Sign: Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

Electronic Message Sign or Center: A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

Exterior Sign: Any sign placed outside a building.

Fascia Sign: See Wall Sign.

Freestanding Sign: A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles, or braces placed in or upon the ground.

Frontage (Building): The length of an exterior building wall or structure of a single premise oriented to the public way or other point of property access.

Frontage (Property): The length of the property line(s) of any single premise along a public way or other point of property access.

Ground Sign: See Monument Sign.

Historical Marker: A small sign attached to a building identifying a person or event of historic significance related to the property.

Hours of Operation: The actual hours when a building is open for business, and not more than thirty (30) minutes prior to opening or following closing.

Illuminated Sign: A sign characterized by the use of artificial light, either projecting through its surface(s) [Internally illuminated]; or reflecting off its surface(s) [Externally illuminated].

Inflatable Sign: A balloon or other gas-filled figure. These signs are prohibited in Auburn.

Interior Sign: Any sign placed within a building, but not including Window Signs as defined by this bylaw. Interior Signs, with the exception of Window Signs as defined, are not regulated by this Chapter.

Mansard: An inclined decorative roof-like projection that is attached to an exterior building facade.

Marquee: See Canopy (Attached)

Marquee Sign: See Canopy Sign

Menu Board: A freestanding sign orientated to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has no more than twenty percent (20%) of the total area for such sign utilized for business identification.

Monument Sign: (Also known as a Ground Sign) A freestanding sign which is attached to the ground by means of a wide base of solid appearance.

Off-Premise Sign: A permanent or temporary sign (including the structure to which it is attached) erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of, the property upon which it is displayed.

On-Premise Sign: A sign (and the structure to which it is attached) erected, maintained or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

Parapet: The extension of a building facade above the line of the structural roof.

Pole Sign: See Freestanding Sign.

Political Sign: A temporary sign intended to advance a political statement, cause, or candidate for office. A legally permitted advertising sign shall not be considered to be a political sign.

Portable Sign: Signs which are not permanently affixed to a building, structure or the ground including, but not limited to those used in conjunction with a gasoline service station and automobile dealerships, 'sandwich board' or A-frame signs, and signs mounted on a truck or trailer chassis with or without wheels whose primary function is that of a sign and not to transport goods or merchandise.

Projecting Sign: A sign other than a Wall Sign that is attached to or projects more than eighteen (18) inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.

Real Estate Sign: A temporary sign advertising the sale, lease, or rental of the property or premises upon which it is located.

Revolving Sign: A sign that revolves three hundred and sixty degrees (360) about an axis. See also: Animated Sign, Mechanically Activated.

Roof Line: The top edge of a peaked roof or, in the case of an extended facade or parapet, the uppermost point of said facade or parapet.

Roof Sign: A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such building. Signs mounted on mansard facades, pent eaves, and architectural projections such as canopies or marquees shall not be considered to be roof signs. Roof signs are prohibited in the Town of Auburn.

Sign Copy: Those letters, numerals, figures, symbols, logos, and graphic elements comprising the content or message of a sign, exclusive of numerals identifying street address only.

Sign Height: The height of a sign as measured from the ground to the highest point of the sign structure. For a sign placed on sloping or uneven terrain, the height of the sign shall be measured by, determining the average ground elevation directly beneath the sign, and using that average elevation as the ground level.

Sign Structure: Any structure supporting a sign.

Temporary Sign: A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs. Banners, balloons, and pennants are temporary signs, regardless of the manner by which they are affixed to a building or to the ground.

Wall or Fascia Sign: A sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than eighteen (18) inches from the building or structure wall, including signs affixed to architectural projections from a building provided the copy area of such signs remains on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed. For visual reference and comparison examples of differences between wall or fascia signs and roof signs, see Section 3.

Wayfinding Sign: A sign or series of signs located in a manner that provides orientation and direction to a destination or destinations within a specific geographic area.

Window Sign: A sign affixed to the surface of a window with its message intended to be visible to and readable from the public way or from adjacent property.

7.2 General Regulations: The following regulations shall apply in all districts:

7.2.1 No exterior sign or advertising device shall be erected except as provided by this by-law which shall include not being erected that in any way creates a traffic hazard or obscures or confuses traffic control.

7.2.2 Illumination:

7.2.2.1 Sign may be illuminated by either of the following methods:

- 1) By a white, steady stationary light of reasonable intensity shielded and directed solely at the sign, and not casting light on the premises;
- 2) By interior non-exposed lights of reasonable intensity.

7.2.2.2 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, reflect or shine on or into residential lots, nor impair the safe vision of operators of vehicles moving on public roads and highways. No illumination shall be permitted which casts glare beyond the perimeter of the property on which the sign is located.

7.2.2.3 Light bulbs shall be enclosed in a housing, can, sleeve, or other container.

7.2.2.4 Seven-day timers shall be installed on every illuminated sign, which shall coincide with times of illumination as stated in Section 7.2.2.5 of this Bylaw.

7.2.2.5 No sign shall be illuminated more than 30 minutes before opening or after closing of any store or business. In the case of Multiple Business Signs (MBS) illumination will coincide with business first to open and last to close.

7.2.2.6 No sign shall contain ~~ing~~ red, yellow and/or green lights, within 300 feet of any intersection.

7.2.2.7 Except for permanent subdivision identification signs, in no instance shall any illuminated sign be located closer than fifty (50) feet to any residential district. With the exception of those signs located within the Residential Office District.

7.2.3 Any sign, which advertises or identifies products, businesses, services or activities which are no longer sold, located or carried on or at the premises shall be removed within 60 days of the cessation of the service or sales of such product. After such time the sign shall be considered abandoned and any replacement shall be required to conform to the provisions of this Bylaw.

7.2.4 Temporary banner signs shall be permitted for a period of time not to exceed thirty (30) days. All temporary banner signs shall require a permit with the exception of those listed in Section 7.5 of this Bylaw.

7.2.5 Nonconforming Signs: Any sign legally erected prior to the effective date of this

bylaw which was permitted by previous provision contained in the Zoning Bylaw; or other bylaws of the Town but which is not in conformity with the provisions of this Section 7, shall be considered a non-conforming sign.

7.2.5.1 Non-Conforming Signs may be maintained, except as hereafter provided:

- (a) A non-conforming sign shall be brought into compliance with this Section 7 of the Zoning Bylaw if there is a:
 - 1. Change in the use, or
 - 2. Change in the location of the sign on the premises, or
 - 3. Change in the location of the building, or the property line in a manner that renders the sign to be nonconforming with respect to dimensional requirements.
- (b) A non-conforming sign shall be brought into compliance with this Section 7 if it is rebuilt or relocated. Rewording or re-lettering of a non-conforming sign is allowed as long as such sign is not required to be brought into compliance for a reason provided in Section 7.2.5.1 (a) above.
- (c) A non-conforming sign shall not be changed or altered to another sign, which does not comply with this Section 7 of the Zoning Bylaw.

7.3 Sign Permits: No sign, which requires a sign permit shall hereafter be constructed except in conformity with a sign permit from the Inspector of Buildings.

7.3.1 Applicability: All signs shall require a sign permit except as provided in Section 7.5.

7.3.1.1 Location of Signs: All signs shall be erected in the exact location described in the permit.

7.3.1.2 Inclusion of permit number on sign: All signs shall have the permit number clearly visible and located at the lower right hand corner of the sign face_or structure, that is visible from the street. This excludes all signs that are exempt under Section 7.5 of this Bylaw.

7.3.2 Application – All applications for signs requiring a sign permit shall be obtained from the Inspector of Buildings and shall include at least:

- (1) The location, by street number, of the proposed sign;
- (2) The name and address of the sign owner and the owner of the premises where the sign is to be located, if other than the sign owner;
- (3) A scale drawing showing the proposed construction, method of installation or support, colors, dimensions, location of the sign on the site, and method of illumination;
- (4) Such other pertinent information as the Inspector of Buildings may require to ensure compliance with the by-law and any other applicable law; and
- (5) The owner of the sign and the owner of the premises where the sign is to be located must sign the application. The Inspector of Buildings shall have the authority to reject any sign permit application, which is not complete when submitted.

7.3.3 Fees – The Board of Selectmen shall establish and from time to time review a sign permit fee, which shall be published as part of the sign, permit application.

7.4 Signs Prohibited in All Districts

- 7.4.1 All billboards, signs on utility poles, trees or fences and all signs not located on the same premises as the advertised activity, business, product or person.
- 7.4.2 All signs consisting of pennants, ribbons, streamers, spinners, strings of lights unless associated with a specific holiday, revolving beacons, searchlights or animated skies.
- 7.4.3 All Animated Signs as defined in Section 7.1.3 of this Bylaw, except for indicators of time and temperature or barber poles.
- 7.4.4 No sign, portion of a sign, or structural support for such sign shall extend above the lowest point of the roof of a building, except that for one-story buildings having a continuous parapet above the lowest point of the roof, or mansard style roof. Signs may be placed below the highest point of such parapet rather than the lowest point of the roof. For a mansard roof the sign must be placed at least one foot below the top of the lower slope.
- 7.4.5 Advertising vehicles or any sign attached to, or placed on, a vehicle or trailer parked on any public or private property, except for signs meeting the following conditions:
 - A. The primary purpose of such vehicle or trailer is not the display of signs

- B. The signs are magnetic, decals, or painted upon an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
- C. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used or available for use in the daily function of the business to which such signs relate.

7.4.6 Portable Signs as defined in Section 7.1.3 of this Bylaw.

7.5 Signs Which Do Not Require a Sign Permit

- 7.5.1 Resident Identification Sign – For single and two family residential uses in any district one identification sign upon a lot identifying the occupants of the dwelling or one sign identifying an authorized home occupation shall not require a sign permit. In the residential districts, one sign identifying any other use, which is conducted on the premises and is permitted in the residential districts. All such signs shall not exceed two square feet of display area and, if lighted, shall use indirect white light only.
- 7.5.2 Government Signs – Signs erected and maintained by the Town of Auburn, the Water Districts, the Commonwealth of Massachusetts, or the Federal Government on any land, building or structure used by such agencies and any other signs at any location required by such agencies for public health or safety purposes shall be exempt.
- 7.5.3 Temporary Construction Signs – One temporary construction sign for a new project identifying the building, the owner or intended occupant and the contractor, architect and engineers, which shall not be illuminated nor in excess of 32 square feet of display area.

Such signs shall not be erected prior to the issuance of a building permit and shall be removed within seven days of completion of the construction or issuance of the occupancy permit, whichever comes first.

- 7.5.4 Fuel Pump Signs – Fuel pump signs on service station fuel pumps identifying the name or type of fuel and price thereof.
- 7.5.5 Window Signs: Window signs in the Business or Industrial districts shall not require a sign permit provided that their aggregate display surface covers no more than 25% of the window or door on which they are placed or sixteen (16) square feet, whichever is smaller. Such signs shall not be illuminated other than by standard lighting fixtures on the building. Window signs promoting a public service or charitable event shall not be calculated in the allowable 25%.

7.5.6 Political Signs: Political signs are allowed on private property for a period beginning 30 days before an election. All signs must be removed within seven days following an election. Signs shall be no more than 12 square feet in area.

7.5.7 Real Estate Signs: Real Estate signs are allowed for a period 10 days beyond the closing date of a sale. Signs shall be no more than 12 square feet in Residential districts and 32 square feet in all other districts. Other than Residential districts no sign shall remain for longer than 365 days.

7.5.8 Service and Charitable Organizations – Signs announcing fundraising and community service events shall be allowed for a period beginning 30 days before an event. Signs shall be removed within seven days following such event. These signs shall not exceed ten (10) square feet, be placed as to obstruct sightlines at intersections or advertise anything other than the community event.

7.6 Signs Permitted in the Business, or Industrial Districts: Any principal use permitted in the Business or Industrial Districts may erect a sign or signs subject to the following:

Table 7.6.1						
Signs Permitted By Zone						
Sign Type	Zoning District					
	RA, RB, RC, RR	RO	LB	HB	GI, IA, IP	RM
Max Height/ Max Size	Max Height/ Max Size	Max Height/ Max Size	Max Height/ Max Size	Max Height/ Max Size	Max Height/ Max Size	Max Height/ Max Size
Wall Sign	6’/4 s.f.	6’/24 s.f.	8’/5% or 90 s.f.*	10’/10% or 120 s.f.*	15’/20% or 250 s.f.*	15’/25% or 300 s.f.*
Free Standing	N/A	10’/24 s.f	12’/40 s.f.	18’/60 s.f.	20’/ 100 s.f.	30’/150 s.f.
Monument	N/A	4’/24 s.f.	8’/40 s.f.	10’/60 s.f	15’/100 s.f.	15’/100 s.f.
Elec. Mess. Center	N/A	N/A	10%**	25%**	10%	25%**

*Percentage of wall area up to a maximum

**Requires a Special Permit from the ZBA

7.6.1 Signs Allowed – Table 7.6.1 outlines the allowable size and height of signs by Zoning District. The maximum size shall be prescribed for each property.

7.6.1.1 Individual business with a building fronting on multiple streets shall be allowed multiple signs but these signs shall not exceed the maximum square footage outlined in Table 7.6.1.

7.6.1.2 Buildings which contain multiple business shall calculate allowable sign area for each business based on the building frontage that is associated with said business. Signs shall not exceed the allowed percentage in Table 7.6.1 nor shall the aggregate exceed the total outlined in such.

7.6.2 Secondary Signs – If a business has a direct entrance into the business in a wall other than the front wall, there may be a secondary sign affixed to such wall, and if

the business has a wall, other than the front wall, that faces upon a street or parking area, there may be a secondary sign affixed to such wall whether or not such wall contains an entrance to the business; provided, however, that no business shall have more than two secondary signs in any event. The display surface of any secondary sign shall not exceed six square feet.

- 7.6.3 Directory Signs – One exterior directory sign listing the name and location of the occupants of the premises may be erected on the exterior wall-of a building at the main entrance-provided the display area shall not exceed four square feet.
- 7.6.4 Directional Signs – Directional signs may be erected for the safety and direction of vehicular or pedestrian traffic and shall be limited to wall and freestanding signs only. The display area of each directional sign shall not exceed six square feet and no directional sign shall be located more than six feet above the ground level if mounted on a wall of a building more than three and one-half feet above the ground if free-standing. One such sign, not exceeding three (3) feet in height, may be placed at each vehicular entrance or exit on a lot to identify such entrance or exit provided such sign does not constitute a traffic hazard; such signs shall not affect the computation of allowable number of signs or aggregate sign size on a property. Directional signs shall not advertise, identify or promote any product, person, premises or activity but may identify the street name/number and provide traffic directions.
- 7.6.5 No sign shall be erected with any part closer than 10 feet from the traveled roadway or side or rear yard lot lines.
- 7.6.6 Canopy and Awning signs.
 - 7.6.6.1 The copy area of canopy and awning signs shall not exceed an area equal to twenty-five percent (25%) of the background area of the canopy, awning or awning surface to which such sign is affixed or applied, or the permitted area for wall or fascia signs, whichever is less.
 - 7.6.6.2 Neither the background color of a canopy or awning, nor any graphic treatment or embellishment thereto such as striping, patterns or valances, shall be included in the computation of sign copy area.
 - 7.6.6.3 For the purpose of calculating the permitted size and height of a sign, awning signs shall be considered as wall signs, and they shall count toward the permitted area for all wall signs.
- 7.6.7 Electronic Message Centers. Electronic Message Center signs are allowed by Special Permit in LB, HB, GI, IA, IP and RM districts. Elements to be reviewed and regulated in allowing a Special Permit shall include, but not be limited to the following:

- 7.6.7.1 Such signs shall display static images only.
 - 7.6.7.2 Such signs may change their static images no more than once every thirty (30) minutes as a free standing or monument sign or once every five (5) minutes as a wall sign. In addressing this issue, Zoning Board of Appeals may review sight distances and speed limits on surrounding roads.
 - 7.6.7.3 Transitions from one static image to the next shall appear instantaneously without the appearance of flashing, animation or movement of any kind.
 - 7.6.7.4 The background of any Electronic Message Center shall remain a consistent color and intensity from one message to the next.
 - 7.6.7.5 Such signs shall come equipped with automatic dimming technology that automatically adjusts the sign's brightness based on ambient light conditions.
 - 7.6.7.6 No electronic message center sign shall exceed a brightness level of 0.3 foot candles above ambient light as measured using a foot candle meter as a distance of 50 feet from the display.
 - 7.6.7.7 Electronic Message Center Signs shall meet the dimensional requirements outlined in Table 7.6.1.
 - 7.6.7.8 There shall be only 1 Electronic Message Center allowed per property.
 - 7.6.7.9 No Electronic Message Center shall be located within two hundred (200) feet of any residence.
- 7.6.7 Landscaping: The area surrounding the base of all freestanding and monument signs shall be attractively landscaped. This landscaping may include low shrubbery, flowers or other such plantings that will not exceed one and one half (1½) feet in height. These plantings will serve to obscure the supporting structure of the sign, while adding to overall appearance of the property.
- 7.6.8 Site Plan Approval: All signs shall be included as an element of all Site Plan Approval applications. The application shall include the location, size and height of all signs existing and proposed on the property. Applicants may be required to document signs on adjacent property if the Planning Board determines the circumstances warrant such to reach an informed decision.

7.7 Signs for Development Complexes

- 7.7.1 Master Sign Plan Required. All single-owner controlled multiple-occupancy non-residential or mixed-use development complexes on parcels exceeding four (4) acres in size, shall submit to the Zoning Board of Appeals a master sign plan prior to issuance of new sign permits. The master sign plan shall establish standards and

criteria for all signs in the complex that require permits, and shall address, at a minimum, the following:

- A. Proposed sign locations
- B. Materials
- C. Type of illumination
- D. Design of freestanding sign structures
- E. Size
- F. Height
- G. Quantity
- H. Uniform standards for non-business signage, including directional and informational signs.

7.7.2 Development Complex Sign. In addition to the freestanding business identification signs otherwise allowed by this bylaw, every multiple-occupancy development complex shall be entitled to one freestanding sign per street front, at the maximum size permitted for business identification freestanding signs, to identify the development complex. No business identification shall be permitted on a development complex sign. Any freestanding sign otherwise permitted under this bylaw may identify the name of the development complex.

7.7.3 Compliance with Master Sign Plan. All applications for sign permits for signage within a multiple-occupancy development complex shall comply with the master sign plan.

7.7.4 Special Permit Required. The Zoning Board of Appeals shall act upon all applications for master sign plans through the special permit process. Special permits for master sign plans shall be reviewed concurrently with the site plan approval process. In their review of master sign plans, the Zoning Board of Appeals shall consider the following:

- A. The relationship of the proposed signage to the overall development, as well as to surrounding properties.
- B. The extent to which the proposed signage is compatible with the proposed architecture.
- C. The use of appropriate landscaping to complement the proposed sign designs.

7.7.5 Waiver from Underlying Requirements. The Zoning Board of Appeals shall have the authority to modify or waive specific sign regulations related to a master sign plan if it finds that such modification or waiver results in a superior master sign plan design.

7.8 Waivers

The Zoning Board of Appeals may waive any requirement of this section through the Special Permit process outlined in Section 9.3 of these Bylaws. Through this process the

Board may impose special conditions as the circumstances warrant and they deem necessary to protect the public interest and insure that the development will be consistent with the purpose of this section.