This model sign bylaw is intended to show what is typically included in a sign bylaw. Because each community is different, sign bylaws should be developed to reflect the unique challenges and opportunities of each individual community. The model can be used as a menu which can be tailored to address the needs and character of each individual community and district.

MODEL SIGN BYLAW

SECTION \_\_\_. SIGNS

Any exterior sign or advertising device, or any permanent interior sign or advertising device situated, designed or intended to be viewed from the out of doors, which is hereafter erected or maintained shall, except as expressly provided, conform to the following requirements.

1. SIGN PERMIT
	1. No sign or advertising display shall be erected, altered or enlarged until a Sign Permit has been issued by the Building Inspector. Such permit shall only be issued if the sign complies or will comply with all applicable provisions of these bylaws. The permit and/or permit number shall be affixed to the sign in the manner prescribed by the Building Inspector.
	2. Exemptions - The following signs shall be permitted without a sign permit:
		1. Signs posted by governmental agencies or pursuant to governmental statute, order or regulation.
		2. Temporary and permanent traffic signs and signals installed by the town, county or state for the purpose of directing and regulating the flow of traffic.
		3. Temporary traffic signs installed by a utility for the purpose of directing and regulating the flow of traffic while performing work in the right of way.
		4. Signs indicating public transportation stops when installed by the township or a public transportation utility.
		5. Historical tablets, cornerstones, memorial plaques which are installed by government agencies or civil or religious organizations.
		6. Flags or emblems of religious, educational, civic or governmental organizations.
		7. Directional signs necessary for the safety and direction of residents, employees, customers, and visitors (whether in a vehicle or on foot) identifying parking areas, loading zones, entrances, exits and similar locations.
		8. Warning and no-trespassing signs.
		9. The name and number plates identifying residents and affixed to a house, apartment or mailbox and lawn signs identifying residents.
		10. Signs which are an integral part of vending machines, including gasoline pumps, soda machines and ATM machines.
		11. Real estate signs, announcing the sale, rental or lease of the premises on which the sign is located.
		12. Temporary sale signs attached to a window.
		13. Temporary signs for advertising public functions or fundraising events for charitable or religious organizations.
		14. Temporary signs pertaining to campaigns, sales, promotions, drives or events of political, civic, philanthropic, educational or religious organizations.
		15. Signs of builders, electrical contractors, painters and other artisans erected at project sites.
2. PROHIBITED SIGNS
	1. Signs which intend to imitate or otherwise cause confusion with existing signs erected by any governmental board, body or agency.
	2. Sign, or its illumination, of any type which by reason of its location, shape, size, text or color interferes with traffic or presents a hazard as determined by the Zoning Enforcement Officer, after consultation with the town Engineer and Chief of Police.
	3. Roof signs.
	4. Off-premised advertising signs (signs advertising a business, service or product not regularly produced or available on the parcel upon which the sign is located), fixed or portable, unless otherwise specifically permitted in this bylaw.
	5. Signs causing interference with television or radio reception.
	6. Any commercial sign or banner spanning a public street, except for banners spanning a public street publicizing town sponsored or supported events.
	7. Signs placed or attached or supported on awnings, trees, fences, utility poles or light poles, or signs attached to other signs. Nothing herein contained is intended to prohibit the placement of signs directing traffic or identifying various locations within a lot or parcel on light poles and utility poles erected therein.
	8. Signs placed upon motor vehicles which are continuously or repeatedly parked in conspicuous location to serve as a sign. Specifically exempted from this section are those signs, nameplates or letters affixed to or printed on commercial vehicles regularly used in the course of business for regular deliveries, pickups or other such purposes and/or in compliance with the provisions of the Massachusetts Commercial Drivers License Laws. Specifically included are signs on vehicles, trailers and the like which have as their prime purpose the advertising of goods, wares and services of a business which are maintained in a stationary manner at one (1) or more locations for extended periods of time.
	9. Any series of two (2) or more signs placed along a street or highway carrying an advertising message, part of which is contained on each sign except for where publicizing a town sponsored or supported event.
	10. Banners, except for commercial and institutional activities supported or sponsored by the township, located on corner buildings two (2) or more stories in height. Banners may be twice the size of projecting signs and may project three (3) feet from a wall which includes a space of one (1) foot between the wall and the banner.
3. GENERAL REQUIREMENTS THAT APPLY TO ALL DISTRICTS (unless otherwise specified)
	1. Any signs not specifically permitted are hereby prohibited.
	2. Pre-existing Nonconforming Signs may not be changed, extended or altered unless:
		1. the change brings the sign into conformity with the provisions of this chapter, or
		2. said change is limited to changing the sign letters or symbols and/or changing panels and does not alter the structure of the sign itself.
	3. No signs, except special events signs, shall be placed on private or public property except for the purpose of identifying the use or uses actually conducted upon the premises upon which such sign are erected and for no other purpose.
	4. No permitted signs may be placed on town property without the approval of the Select Board/city Council and Department of Public Works.
	5. No sign shall be located in such a manner as to materially impede the view of any street or intersection.
	6. All height limitations shall be measured from ground level to the highest part of the sign or its supporting structure, whichever is higher.
	7. The maximum height for freestanding signs, unless otherwise provided, shall not exceed fifteen (15) feet above ground level.
	8. Except where specifically prohibited, freestanding and projecting signs may be double-faced, and the maximum sign area shall apply to each side. The area of the sign shall include each and every part of the sign, including moldings and frames. Where the sign is supported by a post or pylon whose surface is being used for advertising purposes, the area of this post, pylon or other supporting members shall be considered as part of the total area and items of information.
	9. Wherever the message on a wall sign is divided between a number of panels or parts, the total area of all of the panels or parts shall be considered as one (1) sign, and where a sign consists of individual numbers or letters, the area of the smallest rectangle or rectangles which can collectively enclose all of the letters or numbers shall be the total sign area.
	10. Wall signs erected flat against the side of a building shall be within the sign band area.
	11. Every property shall be required to place their street address number(s) in four (4) inch high numbers on, or adjacent to, the entrance door. Commercial and Industrial uses shall be required to place their street address number(s) on any free standing ground signs.
	12. The supporting members for any pole sign, projecting sign, or any other sign shall be in acceptable proportion to the size of the sign.
	13. No sign shall be erected so as to obstruct any door, window or fire escape on a building.
	14. No more than one sign indicating the meetings and existence of any civic organization may be erected within a street right-of-way at each boundary line or each gateway of the City/Town. Said sign shall not exceed 25 square feet in area.
	15. If lighting is provided for a sign, the source of light shall be either from within the sign or shall be white light exterior to the sign and shielded so as prevent direct glare from the light source onto any public street or onto any adjacent property, unless otherwise permitted elsewhere in this bylaw.
	16. In any district one unlighted temporary sign offering premises for sale or lease for each parcel in one ownership shall be permitted, provided that it shall not exceed six square feet in surface area; and it shall be set back at least 10 feet from the street lot line or 1/2 of the building setback distance whichever is less.
	17. Temporary signs for advertising public functions or fundraising events for charitable or religious organizations shall be permitted for a period of twenty-one (21) days prior to and during the event and shall be removed within five (5) days after the event. The sign shall be non-illuminated, not larger than sixteen (16) square feet in area, not exceeding eight (8) feet in height and may be erected flat against a building or freestanding. This does not apply to banner signs.
	18. Temporary sale signs painted or attached to a window which must be removed at the expiration of the event sale for which it was erected or posted. Temporary signs may be erected or posted up to fourteen (14) days prior to the event or sale. Temporary sales signs must identify the sale date start and end. No more than twenty (20) percent of the square footage of any single window or single window display area shall be devoted to signs or other advertising material attached thereto or otherwise exposed to the public view.
	19. Temporary signs pertaining to campaigns, sales, promotions, drives or events of political, civic, philanthropic, educational or religious organizations shall be permitted provided such signs comply with the following:
		1. In all Districts such signs:
			1. shall not exceed one sign per candidate/cause per lot frontage (signs that are different but substantially equivalent for the same candidate/cause shall be considered the same sign)
			2. shall not exceed a size of six (6) square feet on each side, excluding incidental supporting frames or structures,
			3. shall not be any closer than ten (10) feet from any lot line,
			4. shall not be any higher (the top) than three (3) feet from the ground,
			5. may not be displayed on a building or structure unless said building or structure is the headquarters or chief office of the candidate or organization (said wall sign shall conform to the wall sign criteria for that Zoning District within which it is located),
			6. may only be permitted to be placed on a building which is not the headquarters or chief office of the candidate or organization, when the Building Inspector determines that, because of the size of the lot's setback areas and the location of the building on the lot, such a sign cannot be adequately displayed on the ground itself,
			7. shall not be illuminated or light emitting,
			8. shall not contain moving elements,
			9. shall not be displayed more than three (3) months prior to the event,
			10. shall not be displayed more than three (3) months in any calendar year,
			11. shall be taken down within three (3) days following the event date,
			12. shall not be posted on public property.
		2. In all Business and Industrial Districts such signs:
			1. shall not exceed one ground sign and one wall sign per candidate/cause per lot frontage,
			2. must comply with the requirements for sign in that district
	20. A school, college or other educational institution may erect temporary signs for identification of special programs, alumni events, or other temporary or short-term (less than 12 weeks) educational programs. Such signs shall be permitted, provided that such signs:
		1. Shall not exceed a size of three square feet and shall not be any closer than two feet from any lot line.
		2. The top of the sign shall not be more than four feet above the ground.
		3. Shall not be displayed for more than three days prior to nor one week (a total of 10 days) after the start of said program or event.
		4. For temporary events which occur every year, signboards must be of durable construction.
	21. Fraternity or sorority – one (1) sign identifying the group residing on the premises and not to exceed twelve (12) square feet in area.
	22. Each membership club, funeral establishment, hospital, place of public assembly, community facility or public utility may have one identification sign (not to exceed 10 square feet in surface area) and churches, community facilities not places of public assembly may have one additional sign (not to exceed 40 square feet in surface area), provided that such signs shall be set back at least 1/2 the required depth of the front yard setback.
	23. Signs of builders, electrical contractors, painters and other artisans may be erected and maintained during the period in which such persons are performing work on the premises, provided that the size of any such sign shall not exceed sixteen (16) square feet in area. Such signs shall be removed promptly upon completion of the work.
	24. Directional signs necessary for the safety and direction of residents, employees, customers, and visitors (whether in a vehicle or on foot) identifying parking areas, loading zones, entrances, exits and similar locations shall be permitted. The sign may include a logo, business or professional name (provided it is clearly secondary in nature to the primary directional function of the sign) but shall not include any advertising message and shall not exceed three (3) square feet in size nor exceed a height of four (4) feet.
	25. Warning and no-trespassing signs, not exceeding three (3) square feet in area or as prescribed by a Town Department or State requirement shall be permitted.
	26. Flags or emblems of religious, educational, civic or governmental organizations may be flown from supports on the buildings or grounds occupied by the organization. The American Flag may be displayed whenever and wherever flown in accordance with the laws and rules and promulgated by the federal government.
	27. Lawn signs identifying residents, not exceeding three (3) square foot in area for each side shall be permitted. The sign shall not contain any advertising message and shall not be illuminated, except by a light which is an integral part of a lamppost if used as a support.
	28. Signs which are an integral part of vending machines, including gasoline pumps, soda machines and ATM machines shall be permitted, provided that they do not exceed the height and width of the machine on which they are located. No additional signs shall be provided at the facility or added to the machine beyond the height or width of the machine.
	29. Real estate signs, announcing the sale, rental or lease of the premises on which the sign is located, such sign not to exceed six (6) square feet in area. If double-faced the sign shall not exceed twelve (12) square feet of area for both sides. The sign shall be non-illuminated. Such signs shall not be located closer to other such signs than one (1) in every one hundred fifty (150) feet, measured either along the front of the lot or along the depth of the lot.
	30. On corner lots, no sign or portion thereof shall be located that would interfere with vehicular traffic site distances.
	31. All signs shall be removed within 30 days of the date from which they no longer serve their intended function (i.e., no longer provide the service, establishment or product being advertised).
	32. The Building Commissioner is authorized to order the repair or removal of any sign and its supporting structure which, in his or her judgment, is dangerous, or in disrepair or which is erected or maintained contrary to this chapter.
4. ADDITIONAL SIGN REQUIREMENTS FOR RESIDENTIAL DISTRICTS
	1. For approved residential subdivisions, townhouse and multifamily developments, one ground sign identifying the development shall be permitted, provided that:
		1. it shall not exceed 12 square feet in surface area, on any one side and shall not have more than two sides.
		2. it shall be located on private property and set back at least 15 feet from any street lot line.
		3. the top of the sign shall not rise more than five feet above the lowest point on the ground or sidewalk within five feet of the sign.
		4. such a sign shall only be permitted so long as the approved access within the development is not a City/Town-accepted public way. Once said access has been accepted as a City/town right-of-way, said sign shall be removed, and a standard municipal street sign shall be installed.
	2. In the case of a dwelling or use accessory thereto – one (1) sign indicating the address and/or names of the owners or occupants for each household residing on the premises shall be permitted, provided that each sign is not over two (2) square feet in area, and the total area of all such signs shall not exceed a total of eight (8) square feet in area.
	3. No sign allowed under this section shall exceed four feet (4’) in height above grade, except that projecting signs with a total area of three square feet or less may be up to six feet (6’) in height above grade.
	4. Signs shall be set back from any property boundary a distance equal to or greater than their height above grade, and signs shall not be located so as to interfere with vehicular site distances.
	5. Non-Residential Signs
		1. The Planning Board may issue a Special Permit permitting a larger sign for non-residential uses (uses other than 1-3 dwelling units) legally permitted and operating in a Residential District where they find all of the following:
			1. the type, size, scale, location, character and design of the sign is consistent with and complementary to the character of the neighborhood
			2. where such sign is a wall sign, it shall have one face and shall be affixed flush on the building’s wall facing the street frontage
			3. where such sign is a free standing ground sign it shall:
				1. not have more than two (2) faces and such faces must be configured back to back.
				2. not exceed four (4) feet in height to its tallest point, including support structures.
				3. conform to the minimum side yard setback requirements for buildings in the district.
				4. be setback at least 10’ from a front lot line.
			4. for Family Home Day Care uses each sign face may not exceed nine (9) square feet in area, including support structures
			5. for all other non-residential uses permitted in those districts, each sign face, unless already regulated elsewhere in the Zoning Ordinance, may not exceed twenty-four (24) square feet in area, including support structures
			6. if illuminated, signs shall not be lit internally and shall not be illuminated during hours that the use is not in operation.
		2. The Planning Board may:
			1. permit a setback of less distance than the minimum required provided that it finds:
				1. that meeting the required setback is impractical or impossible
				2. that said distance is not less than half the distance between the front lot line and the front of the building located thereon.
				3. that the location of such sign will not be detrimental or inconsistent with the character of the neighborhood.
			2. require a sign size smaller than the maximum permitted or setbacks greater than the minimum permitted where they find that such sign and/or location would be more consistent with and complementary to the character of the neighborhood.
			3. permit one ground sign and one wall sign and/or more than one of both signs where they find that:
				1. it is necessary based on the nature of the use and the physical characteristics of the lot, and
				2. that the number of signs will not be detrimental to, or inconsistent with, the character of the neighborhood
5. ADDITIONAL SIGN REQUIREMENTS FOR BUSINESS & INDUSTRIAL DISTRICTS (unless otherwise specified)
	1. For All Business Districts
		1. Permitted wall signs:
			1. One main (frontage) wall sign on the street frontage for each establishment in the structure plus one directory wall sign, provided that:
				1. when an establishment is located on a lot with more than one frontage, a main (frontage) wall sign may only be displayed on one of the frontages. The other frontage(s) may display a side wall sign as allowed below.
				2. it shall be attached and parallel to the wall of the building
				3. it shall not project horizontally more than 12 inches from the wall to which it is attached (unless otherwise specified) and, if the sign is designed to allow pedestrian traffic under the sign, shall be a minimum of seven feet above the ground. Signs projecting more than 12 inches over a public way require approval by the Board of Public Works
				4. the sign's surface area shall not be larger than 10% of the frontage wall area of the facade of the story which is occupied by the establishment or 100 square feet, whichever is less, and shall be displayed on that surface
			2. One side wall sign per structure on each side wall facing a non-rear lot line, provided that:
				1. the surface area of the sign shall not be larger than 25 square feet; and
				2. side wall signs are not permitted on side walls which face or abut (within 100 feet) a residential zoning district.
			3. One rear wall sign (facing a rear lot line) per structure, provided that:
				1. the rear wall abuts upon a public right-of-way or a public or private parking lot; and
				2. the surface area of the sign shall not be larger than 25 square feet; and
				3. the sign shall not be higher than 10 feet above grade.
		2. Flashing and Moving Signs
			1. Clocks and signs indicating time and/or temperature, by means of white intermittent lighting are permitted in non-residential districts.  Their longest dimension shall not exceed ten feet.
			2. The Planning Board may issue a Special Permit for signs that contain, include, or are illuminated by any flashing, blinking, intermittent, moving, scrolling, rotating, revolving, animated lights, or have any animated, mechanical or moving parts provided they.
		3. Permitted awning/canopy and awning/canopy signs as follows:
			1. An awning/canopy may display the street address for the building and may also have either one sign along the bottom of the front of the awning/canopy or a sign along the bottom of both sides of the awning/canopy, identifying the establishment located therein, provided that the letters, numbers, characters, logos, etc., of such address and signs do not exceed a height of four inches. The purpose of said additional awning/canopy signage is for pedestrian (not automobile) traffic.
			2. Instead of the wall sign permitted above, an awning/canopy attached to the building may have a sign of the size that would otherwise be allowed on the building wall itself. Said sign must conform to all other requirements for a wall sign.
			3. The entire backlit or illuminated area of a lit awning/canopy which has any letter or symbols anywhere on the canopy shall be considered a wall sign and must conform to the size and location requirements of wall signs.
			4. Awnings/canopies overhanging a public right-of-way must also be approved by the Department of Public Works.
		4. Permitted free standing ground signs as follows:
			1. one ground sign for each lot, provided that:
				1. it shall not exceed 100 square feet in surface area on any one side; and
				2. it shall be set back at least 15 feet from any street lot line; and
				3. [i](http://ecode360.com/11957511#11957511)t shall not rise to more than 15 feet from the ground or sidewalk to the top of the sign; and
				4. [i](http://ecode360.com/11957512#11957512)t shall not have more than two sign faces, which must be configured back to back.
				5. [i](http://ecode360.com/28934668#28934668)t shall be located on the same lot as the structure(s) or establishment(s) being advertised.
				6. [w](http://ecode360.com/11957513#11957513)here a single lot is occupied by more than one business, whether in the same structure or not, there shall not be more than one ground sign per lot.
		5. [Permitted](http://ecode360.com/11957518#11957518) temporary outdoor signs shall be permitted as follows:
			1. one temporary banner at a time per structure of no more than 25 square feet on a property for retail, service and restaurant uses for a cumulative period not to exceed 30 days per year.
	2. Neighborhood Business - Additional Sign Requirements
		1. Ground Signs. One (1) lighted, non-interior illuminated or non-lighted ground sign may be permitted per parcel by a special permit issued by the Planning Board. If the parcel is occupied by more than one establishment, the multiple establishments may be advertised on the single ground sign. Any sign permitted under this section must meet the following requirements:
			1. The type, size, scale, location character and design of the sign must be consistent with and complementary to the character of the neighborhood.
			2. Each sign face may not exceed twenty-four (24) square feet in area, including support structures.
			3. Such sign may not exceed six (6) feet in height to its tallest point, including support structures.
			4. Such sign shall conform to the minimum side yard setback requirements for buildings in the district. The Planning Board may approve a setback of less distance than the minimum required provided that it finds:
				1. That said distance is not less than half the distance between the front lot line and the front of the building located thereon, and
				2. That the location of such sign will be consistent with and complementary to the character of the neighborhood.
	3. Downtown/Central Business - Additional Sign Requirements
		1. Wall Signs
			1. Main (frontage) Wall - one Wall Sign for each establishment in the structure, provided:
				1. when an establishment is located on a lot with more than one frontage a Main (frontage) wall sign may be displayed on all of the frontages.
			2. Awning/Canopy Signs
				1. The wall sign permitted under this Section may be placed on an awning/canopy attached to the building instead of being placed on the building wall itself. Such sign must conform to all of the requirements for a wall sign. Said awning/canopy may also display the street address for the building and may also have either: a) one additional sign along the bottom of the front of the awning/canopy; of b) an additional sign along the bottom of each side of the awning/canopy, identifying the establishment located therein, provided the letters, numbers, characters, logos, etc. of such signs do not exceed a height of six inches. The purpose of said additional awning/canopy, signage is for the visibility of pedestrian traffic.
			3. Ground Signs - The Planning Board may issue a Special Permit for one ground sign for each lot for each street frontage, provided that the Board finds that:
				1. there must be unique features to the structure, the orientation of the structure, the location or setback of the structure, or the location of establishments in the structure, especially affecting such structure or establishment, but not generally affecting the zoning district, which restrict the visibility of wall sign(s) otherwise allowed by this Ordinance, and
				2. said ground sign is to be located on the same lot as the structure or establishment being advertised, and
				3. said ground sign does not exceed a height of fifteen (15) feet, nor have a surface area greater than eighty (80) square, though the Board may require a lesser height or size, and
				4. if lighted, it shall be illuminated internally, or by indirect method with white light only
			4. Projecting Blade Signs - The Planning Board may issue a Special Permit for a projecting “blade” sign (projecting perpendicular from the face of the building) in addition to a wall sign provided that the Board finds that:
				1. There shall only be one blade sign per business. If there is more than one business in the same building, there may not be more than one sign per 20 feet of frontage on the same building.
				2. The sign may not project more than three feet from the façade of a building
				3. The sign may not exceed six square feet of total surface area per sign.
				4. The sign may not exceed two inches in width.
				5. The bottom of the sign shall not be less than nine feet measured above the sidewalk.
				6. The sign shall not be internally lit.
			5. Overhanging Signs - Awnings/canopies and signs overhanging a public right-of-way must also be approved by the Department of Public Works.
	4. General Business & Highway Business – Additional Sign Requirements
		1. Shopping Centers - If a single lot is occupied by more than one business, whether in the same structure or not, there shall not be more than one ground sign at each street frontage providing access to the lot. When said sign is two sided back-to-back, each side may meet the maximum size permitted in that district. For the purposes of this section, primary street frontage shall mean that single street frontage on a public way from which the primary access to the uses on the lot is provided. Secondary street frontage shall mean that frontage from other public ways from which access to the site is also provided. All signs shall be setback from all property lines a distance at least equal to the sign’s height. Said sign may only include the names of the individual businesses on the lot, a name for the shopping center if one exists, and a message board. The size of the sign(s) shall be based on the anticipated cumulative gross floor area square footage of the site in accordance with the chart below:

|  |  |  |  |
| --- | --- | --- | --- |
| District | Cumulative gross floor area (sq.ft.) | Maximum Size (square feet) | Maximum Height (feet) |
|  |  | Primary St. Frontage | Secondary St. Frontage | Primary St. Frontage | Secondary St. Frontage |
| General Business | <50,000 | 100 | 50 | 25 | 20 |
|  | 50,000-100,000 | 150 | 75 | 25 | 20 |
|  | >100,000 | 200 | 75 | 25 | 20 |
| Highway Business | <50,000 | 100 | 50 | 25 | 20 |
|  | 50,000-100,000 | 200 | 75 | 30 | 20 |
|  | >100,000 | 300 | 75 | 30 | 20 |

* + 1. The Planning Board may issue a Special Permit permitting additional Primary Street Frontage Signs (but no more than one per individual street) where they find that such additional streets generate traffic flows substantial enough to provide additional primary access to the site, and where such larger signs will be consistent with the character of the general area.
	1. Industrial Districts - Additional Sign Requirements
		1. Front wall sign
			1. One front wall sign for each establishment located in a building is permitted, provided that:
				1. The sign must be located on a portion of the front wall that is occupied by the establishment
				2. The sign's surface area shall not be larger than 7.5% of the frontage wall area of the facade of the story which is occupied by the establishment
				3. when an establishment is located on a lot with more than one frontage a Main (frontage) wall sign may be displayed on all of the frontages.
		2. Side Wall sign
			1. One side wall side per establishment is permitted, provided that:
				1. The surface area of each side wall sign shall not aggregate more than 5% of the side wall area of the facade of the story which is occupied by the establishment.
				2. side wall signs are not permitted on side walls which directly face or abut (within 100 feet) a residential zoning district.
		3. Free Standing Ground Sign
			1. Where a number of individually owned parcels are developed as a single collective entity (such as an industrial/business park or planned business development) the Planning Board may grant a special permit permitting one additional ground sign for each entrance to the development (not to a specific building) off of a collector street identifying the collective entity and/or the individual business located therein. Said sign must conform to all of the requirements for ground signs in the applicable zoning district.
1. SPECIAL PROVISIONS
	* 1. The Planning Board may issue a special permit allowing more than the number of signs herein permitted and/or for signs of a larger size or height than herein permitted, provided that:
			1. signs are located only where they are otherwise permitted in the district; and
			2. the Planning Board determines that the architecture of the building, the location of the building or the land or nature of the use being made of the building or land is such that additional signs or signs of a larger size would not detract from the character of the neighborhood and should be permitted in the public interest. Additional ground signs shall only be approved if there are exceptional circumstances to warrant their approval and if all efforts are undertaken to keep additional ground signs as small and low as possible, and
			3. the Planning Board specifies in the special permit the exact sign permitted, the size and location of the sign or signs, and, if applicable, imposes other restrictions. Any change in said signs requires a new or revised special permit unless the special permit specifies what types of changes are allowed.