

A GUIDE FOR SIGN PERMIT APPLICANTS

**Prepared by:
Lexington Design Advisory Committee**

Adopted by the Lexington Board of Selectmen
January 1997

Introduction

Signs are a necessary means of communicating information and generally are intended to be highly visible. They attract attention and contribute greatly to a town's character; produce a lasting impression on residents and visitors; and provide an image of the commercial health of a business area and a town as a whole. Restrained use of signs and simplicity in design are necessary to prevent a sign overload which creates clutter and can be as confusing as no signs at all.

For these reasons, the Town has developed sign regulations which are part of the *Zoning By-Law of the Town of Lexington* (Section 13). Many types of signs, whether for building identification, parcel directories, parking or access, require a special permit from the Board of Appeals prior to installation.

The Board of Appeals automatically refers all applications for signage and special permits to the Design Advisory Committee (DAC), appointed by the Board of Selectman, for design review and recommendations. The DAC typically reviews applications in open meetings, at which applicants are urged to attend. The DAC encourages meetings with potential applicants before an application for special permit is submitted.

The intent of this guideline is to help applicants understand the sign permit process and of the requirements for supporting documentation that is to be submitted to DAC for review.

Purposes of Design Review

To promote the safety and welfare of the public.

To enhance safety by encouraging short, simple, effective messages.

To foster creative and distinctive design.

To encourage signs which by their location, size and design are in harmony with surrounding buildings and environment.

To further the general purposes of the *Zoning By-Law of the Town of Lexington*.

All design review will be based upon the *Design Guideline for Commercial District: Volume II: Private Sector Improvements* dated 1990, available at the Town offices (Inspectional Services), and upon the *Zoning By-Law of the Town of Lexington*. Applicants are advised to follow those guidelines when designing their signage.

Application Procedure and Design Review Process

1. **Formal application**: This begins with submission of the required form and fee, plus appropriate supporting information, to the Board of Appeals. The necessary form and information may be obtained from the Office of Inspectional Services, located in the Town Office Building. Applicants will find it beneficial to consult with the DAC prior to

submission of the formal application. The DAC may be contacted through its Chairman by way of the Board of Appeals at the Town Offices.

2. Submittals Required with Application: It is essential that sufficient information be submitted with the application so that the DAC can offer useful comments and make appropriate recommendations. This will enable the Board of Appeals to make a more informed decision. Eight sets (8) of design documents and specifications must be submitted with the application; these copies are circulated among various offices and boards of the Town.

The DAC requires 2 copies for its review. If the applicant meets with the DAC prior to formal application for a special permit, 2 copies must be provided directly to the DAC prior to the meeting. When meeting with the DAC following formal application, the applicant should check to ensure these copies have reached the DAC, and if necessary supply additional copies.

The submitted documents must show location and scale of the proposed sign(s) and relationships to existing and proposed project components. The exhibits at the end of this document are minimum guidelines required for submission. Depending upon the scope and nature of the proposal, the following design documents and specifications are required.

- a. Existing condition photos (color preferred) showing site, adjacent buildings, etc. (see exhibit F).
- b. Site Plan showing all information accurately drawn to scale at no smaller than 1 inch = 40 feet and include the following. (see exhibit A):
 - Site layout and dimensioned sign locations
 - Grading
 - Lighting
 - Planting
 - Scale elements such as automobiles, trucks, sidewalks, etc.
- c. Signage elevations, plans, sections, details and specifications. (see exhibits B, C, D, E and G).
 - Signage elevations - all sides at a scale of 1/2 inch = 1 foot.
 - Site sections showing relationships of the signage to street elements, building facade and other site elements such as benches, other signs, utility pole, etc.
 - Full building elevations at appropriate scale showing location and size of proposed signage.
 - Sign elevations in full color at appropriate scale showing dimensions, scale elements, font type and size and locations in entirety.
 - Material samples and finishes with actual paint and other finish color.
 - Mounting Details

Information, drawings, etc. not included with the formal application may be given directly to the DAC. Applicants are fully responsible for assuring that all information has been

prepared and submitted at least 7 days prior to formal review by the DAC. Failure to submit sufficient information may delay or make impossible the preparation of recommendations by the DAC, and thus may delay action by the Board of Appeals.

3. Meetings: All applications submitted to the Board are automatically referred to the DAC.

The DAC meets the second Tuesday of every month or as needed to review applications when they are submitted. Applicants shall notify the DAC Chairman of readiness for review and a meeting time will be mutually agreed upon. Applicants are advised to attend. Meetings will be held at the Lexington Town Offices unless agreed otherwise. Applicants are fully responsible for scheduling all meetings.

4. DAC Response: In order to resolve design concerns that are identified, the DAC will generally make specific suggestions to the applicant prior to formal consideration by the Board of Appeals. It is not the DAC's purposes to provide the actual design. However, the DAC can, based upon the judgment of its members choose to forward recommendations against granting the special permit for any of the following reason.

- Insufficient information to adequately evaluate the design or design intent (see minimum exhibits).
- Poor overall design quality.
- Incompatible design elements.
- Inappropriate design concept or design treatment.
- Other identified issues.

Recommendations by the DAC which it believes could make the proposal acceptable will be given to the applicant and the Board of Appeals for consideration. A written statement of the DAC's findings will be forwarded to the applicant following the date of DAC review.

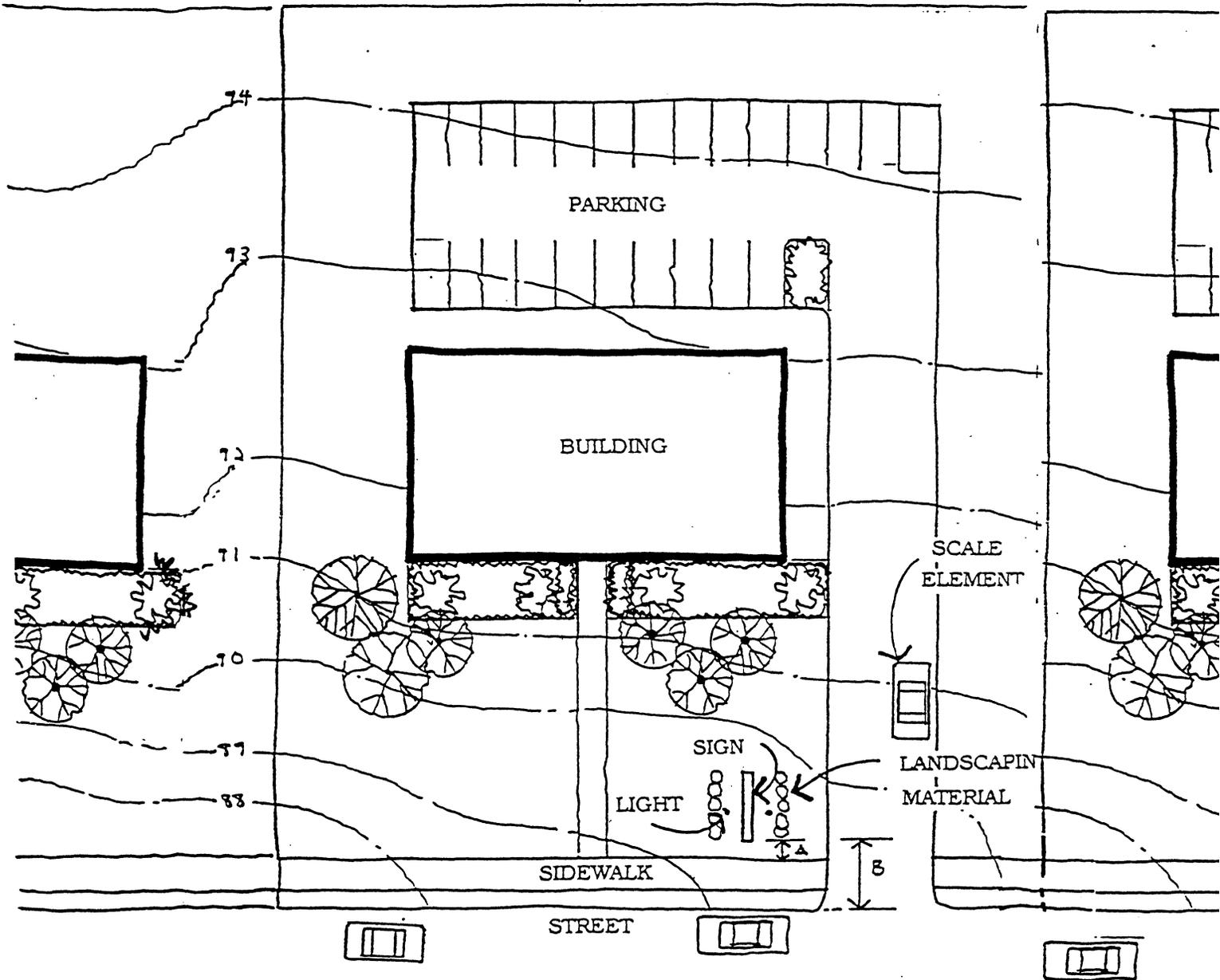
5. Final Action by the Board of Appeals: Upon submission of the formal application, the Board of Appeals will schedule a public hearing, allowing reasonable time for the DAC review. At this hearing, the applicant is invited to present the proposal. The Board will consider the DAC comments and recommendations, plus comments from any attendees desiring to speak - and will make a final decision.

Zoning and Code Compliance

Applicants have total responsibility for compliance with all applicable standards of the *Zoning By-Laws of the Town of Lexington* and all other federal, state and local codes and ordinances including, but not limited to, securing necessary building permits, utility connections, agreements for service, certificates of insurance, bonds and other requirements.

Exhibits

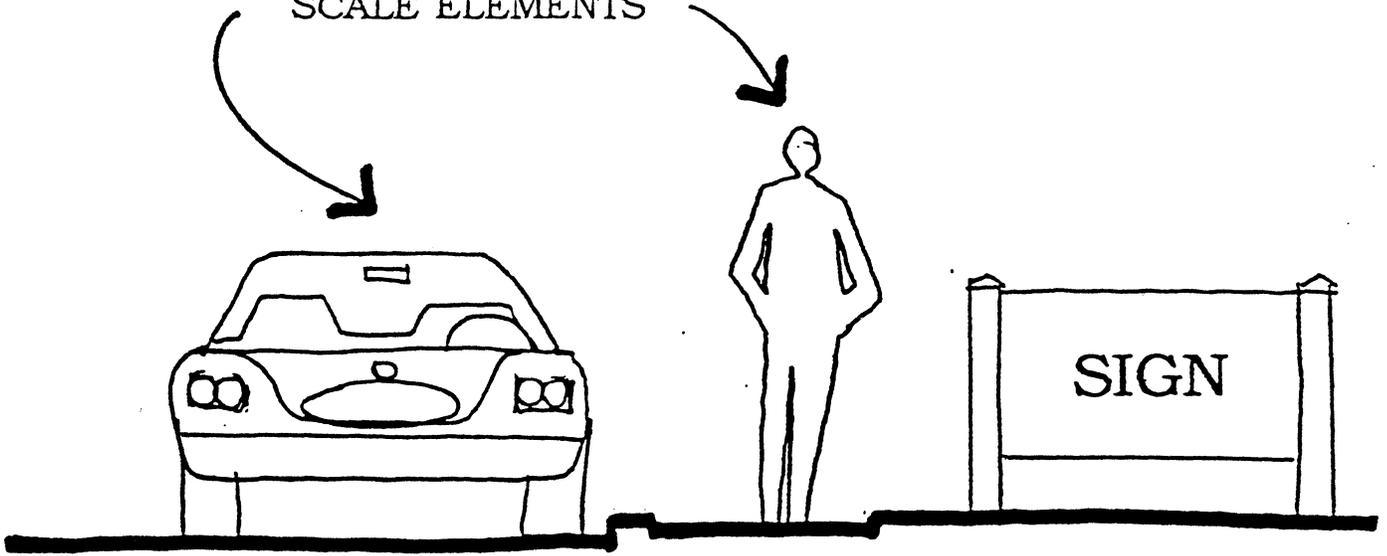
The following pages are examples of drawings required for design review.



SITE PLAN

A

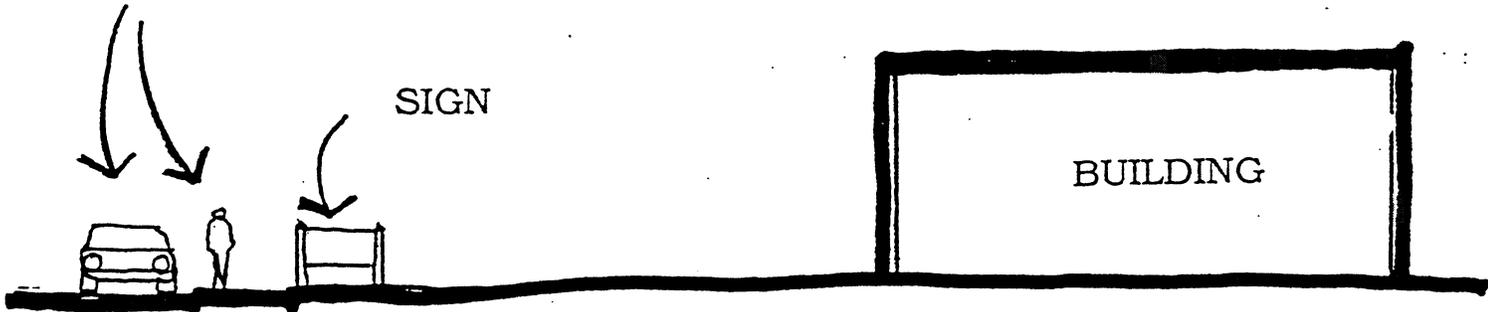
SCALE ELEMENTS



SECTION

1/4"=1'-0"

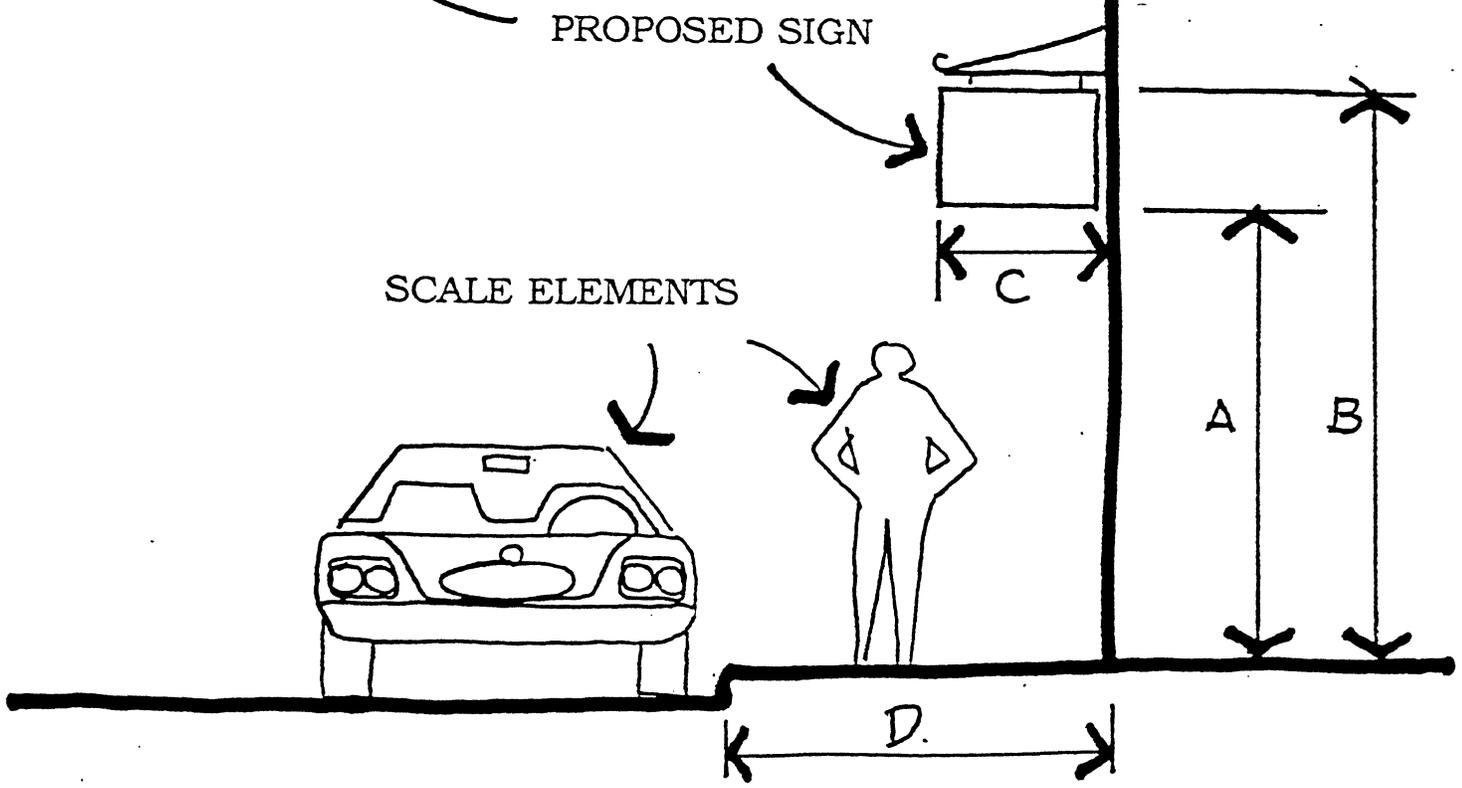
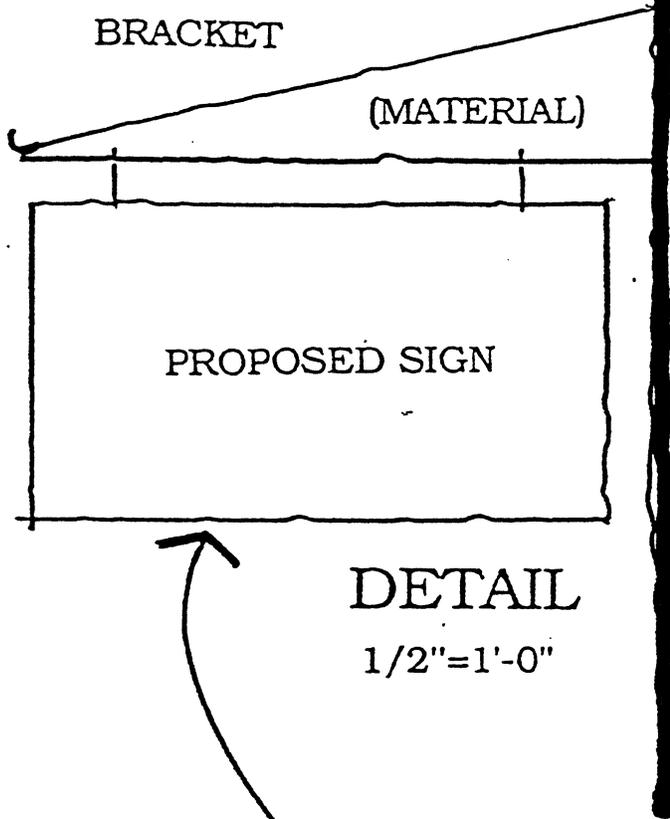
SCALE ELEMENTS



SITE SECTION

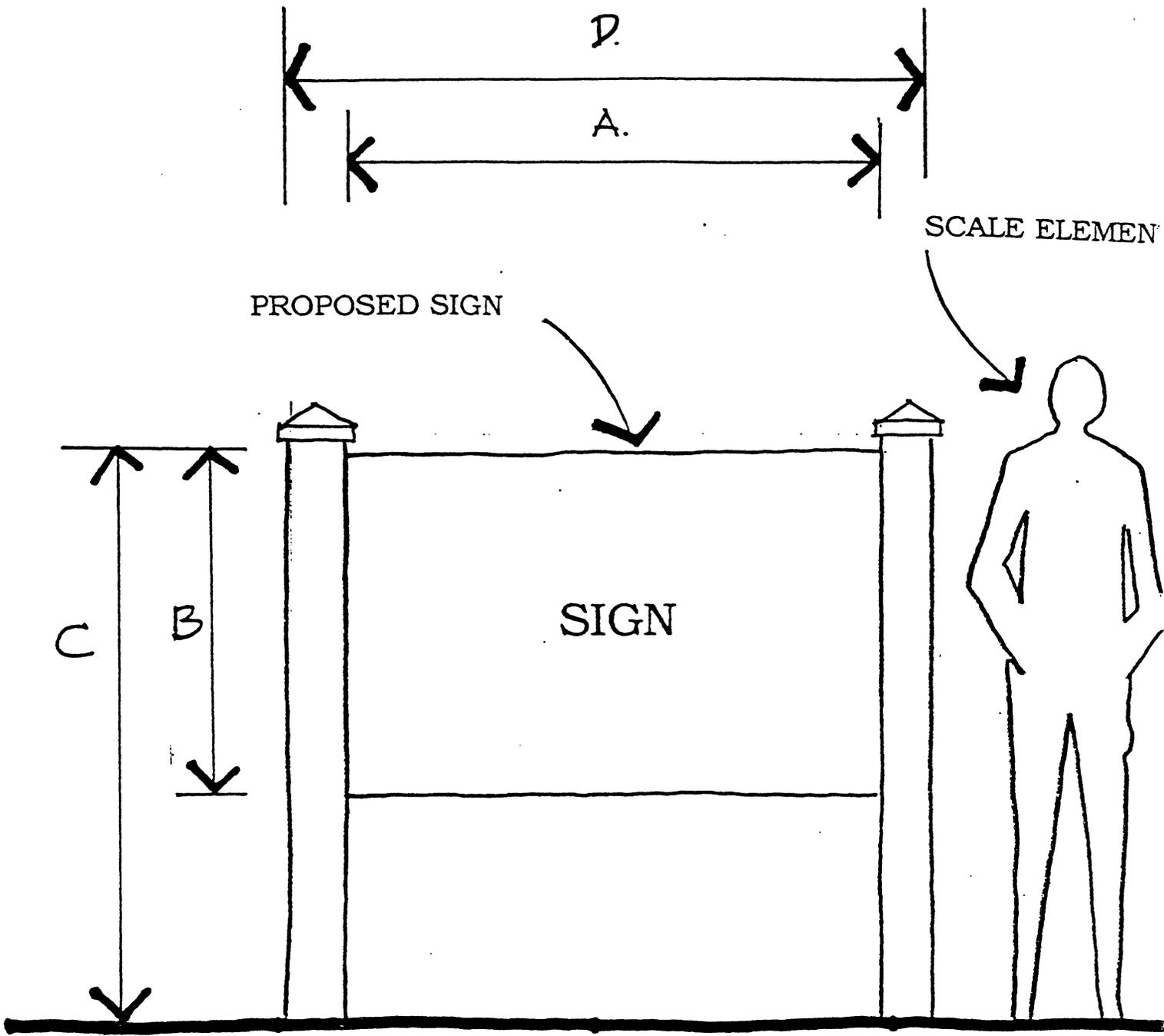
1"=20'

B



SECTION 1/4"=1'-0"

C



DETAIL ELEVATION $1/2"=1'-0"$

(IN FULL COLOR)

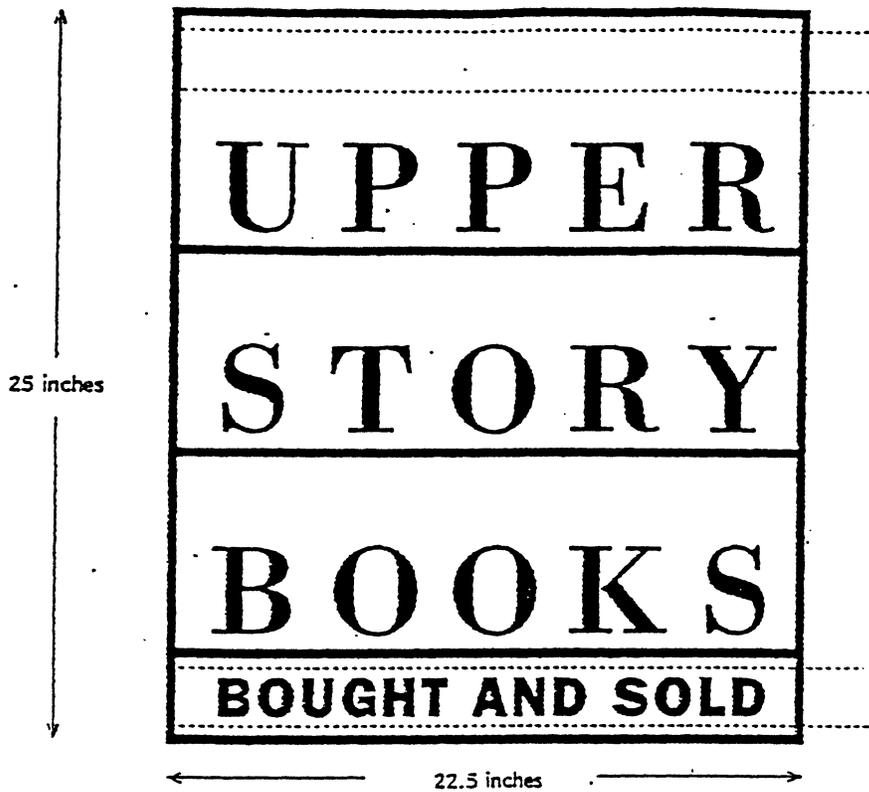
D



ELEVATION

1/4"=1'-0"

E



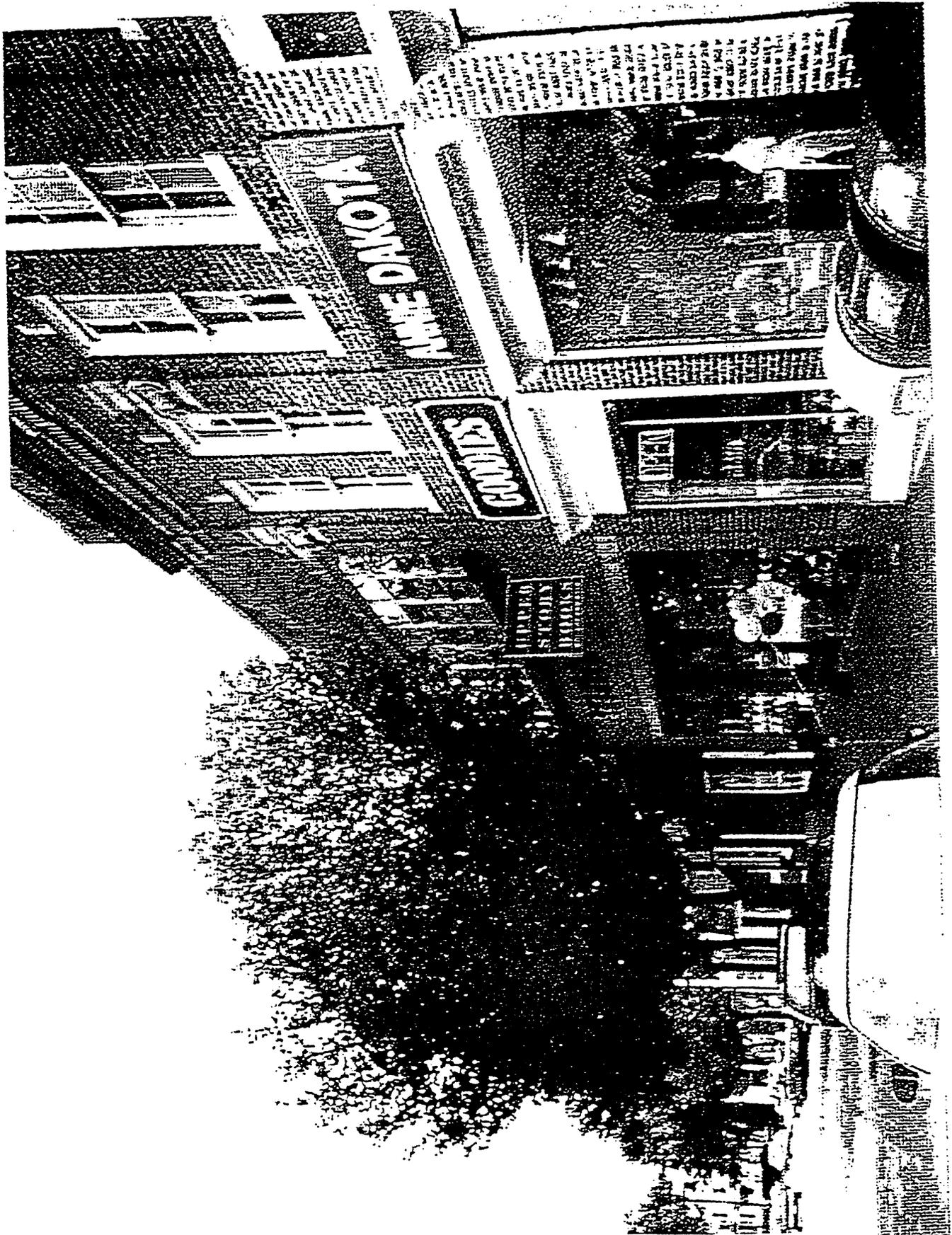
dimensions:
 framing lines are 1/2 inch wide
 large letters are 3 inches high
 small letters are 1 1/4 inches high

construction is:
 marine plywood & brushed
 aluminum letters and trim

mounted by:
 two 2 inch thick steel poles (see dotted
 lines) welded to 4"x4" steel plates moored
 into brick; proposed space between sign
 and wall is 3"

SIGN ELEVATION





EXISTING CONDITIONS PHOTO

F



Town of Lexington, Massachusetts

OFFICE OF SELECTMEN

LEO P. McSWEENEY, CHAIRMAN
WILLIAM J. DAILEY, JR.
DANIEL P. BUSA, JR.
DAN H. FENN, JR.
ELIZABETH B. EDDISON

TEL: (617) 861-2708
(617) 861-2710
FAX: (617) 863-2350

MEMO

To: Eleanor Greenway
From: Lynne A. Pease *Lynne*
Subject: Selectmen Approval of DAC Guide for Sign Permit Applications
Date: February 12, 1997

At its meeting of February 3, 1997, the Board of Selectmen voted to approve the Design Advisory Committee's Guide for Sign Permit Applications.

RECEIVED
FEB 12 1997
BOARD OF APPEALS