

Sponsor: *Administration*

**TOWN OF FRANKLIN  
ZONING BYLAW AMENDMENT 18-823:  
CHANGES TO SIGN DISTRICT REGULATIONS  
A ZONING BY-LAW TO AMEND THE FRANKLIN TOWN CODE  
AT CHAPTER 185, ATTACHMENT 10: SCHEDULE  
OF PERMITTED SIGNS PER SIGN DISTRICT**

**BE IT ENACTED BY THE FRANKLIN TOWN COUNCIL THAT:**

Chapter 185 of the Code of the Town of Franklin is hereby amended by the following ~~deletions~~ and additions to §185, Attachment 10: Schedule of Permitted Signs Per Sign District:

**Attachment 10**  
**Schedule of Permitted Signs per Sign District**

Type Sign	Downtown Commercial District	Commercial Business Corridor District	Industrial - Office Park District	Residential District
Wall Signs				
First Floor Storefront Facing Street	<u>Each establishment is permitted one sign of n</u> No more than 24 Sq.Ft. or 10% of Front Façade <sup>1</sup>	<u>Each establishment is permitted one sign of n</u> No more than 48 Sq.Ft. or 2 Sq.Ft. per Linear Ft of Frontage <sup>1</sup>	<u>Each establishment is permitted one sign of n</u> No more than 60 Sq.Ft.	<p><u>One sign of n</u>No more than 15 Sq.Ft. for a <del>business an establishment</del> with a Special Permit or Variance</p> <p><u>One sign of n</u>No more than 10 Sq.Ft. for Home Occupation or Professional Office</p> <p>All others no more than 3 Sq.Ft.</p>
First Floor Storefront Facing Street Corner	<u>Each establishment is permitted up to two signs totalling n</u> No more than 36 Sq.Ft. or 15% of 1 Facade <del>Divided into 2</del> <sup>1</sup> . <u>Neither sign shall be more than 24 Sq. Ft.</u>	<u>Each establishment is permitted up to two signs totalling n</u> No more than 64 Sq.Ft. <del>divided into 2 Signs. Neither sign shall be more than 48 Sq. Ft.</del>	No more than 90 Sq.Ft. Divided into 2 Signs. <u>Neither sign shall be more than 60 Sq. Ft.</u>	<p><u>Up to two signs totalling n</u>No more than 23 Sq.Ft. <del>divided into 2 Signs</del> for a <del>business an establishment</del> with Special Permit or Variance. <u>Neither sign shall be more than 15 Sq. Ft.</u></p> <p>All others not permitted</p>
Upper Floors Facing Street	Not Permitted	No more than 6 Sq.Ft.	Not Permitted	Not Permitted
Freestanding Signs				
<u>Single or Multiple Entity</u>	<u>No more than 40 Sq.Ft. and No More Than 14 Ft. High</u>	<u>No more than 60 Sq.Ft. and No More Than 20 Ft. High</u>	<u>No more than 60 Sq.Ft. and No More Than 25 Ft. High</u>	<p><u>No more than 20 Sq.Ft. and No more than 6 Ft. high for a business with Special Permit or Variance</u></p> <p><u>All Others Not Permitted</u></p>
<u>Single establishment</u>	<u>One sign no more than 30 Sq.Ft. and no more than 14 Ft. High</u>	<u>One sign no more than 50 Sq.Ft. and no more than 20 Ft. High</u>	<u>One sign no more than 50 Sq.Ft. and no more than 25 Ft. High</u>	<p><u>One sign no more than 20 Sq.Ft. and no more than 6 Ft. high for an establishment with Special Permit or Variance</u></p> <p><u>All Others Not Permitted</u></p>
<u>Single establishment with access from two roadways</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 15 Sq.Ft. and no more than 7 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>Second freestanding sign not permitted</u>
<u>Multiple establishments on same property</u>	<u>One shared sign no more than 40 Sq.Ft. and no more than 14 Ft. High</u>	<u>One shared sign, 50 Sq.Ft. for first establishment and 10 Sq.Ft. for each additional establishment, not to exceed a total of 80 Sq.Ft., and no more than 20 Ft. High.</u> <sup>3, 4</sup>	<u>One shared sign no more than 60 Sq.Ft. and no more than 25 Ft. High</u>	<u>One shared sign no more than 20 Sq.Ft. and no more than 6 Ft. high for establishments with Special Permit or Variance</u>
<u>Multiple establishments on same property with access from two roadways</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 15 Sq.Ft. and no more than 7 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>Second freestanding sign not permitted</u>

Type Sign	Downtown Commercial District	Commercial Business Corridor District	Industrial - Office Park District	Residential District
Window Signs				
First Floor Facing Street	No more than 6 Sq.Ft. or 10% of Window Surface <sup>1</sup>	No more than 6 Sq.Ft. or 10% of Window Surface <sup>1</sup>	No more than 6 Sq.Ft. or 10% of Window Surface <sup>1</sup>	Not Permitted
Upper Floors Facing Street	No more than 4 Sq.Ft. or 10% of Window Surface <sup>1</sup>	No more than 20% of Window Surface	No more than 20% of Window Surface	Not Permitted
Door Sign	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.
Reader Boards				
Attached to Freestanding Sign	Manual with no more than 3 Lines of Text	Manual with no more than 3 Lines of Text	Manual with no more than 3 Lines of Text	Not Permitted
Awning or Canopy Signs				
First Floor	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage
Upper Floors	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Off-Site Signs				
Freestanding or Wall	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Temporary Signs				
Non-Profits and Charities	Check for Availability of Town Displays	Check for Availability of Town Displays	Check for Availability of Town Displays	Check for Availability of Town Displays
<b>Project Construction Signage</b>	<b>No more than 80 Sq.Ft. or 1 Sq.Ft. per Linear Ft of Frontage<sup>1</sup></b>	<b>No more than 80 Sq.Ft. or 1 Sq.Ft. per Linear Ft of Frontage<sup>1</sup></b>	<b>No more than 80 Sq.Ft. or 1 Sq.Ft. per Linear Ft of Frontage<sup>1</sup></b>	<b>No more than 16 Sq.Ft. of Signage</b>
All Other Temporary Signs	See §185-20.(D)	See §185-20.(D)	See §185-20.(D)	See §185-20.(D)
Public Use and Safety Signs				
All Sign Types	Permitted	Permitted	Permitted	Permitted
Political Signs				
<b>Freestanding or Wall</b>	<b>No more than 32 Sq.Ft.</b>	<b>No more than 32 Sq.Ft.</b>	<b>No more than 32 Sq.Ft.</b>	<b>No more than 32 Sq.Ft.</b>
<b>Signs Expressing a Political Opinion</b>	<b>No more than 16 Sq.Ft.</b>	<b>No more than 16 Sq.Ft.</b>	<b>No more than 16 Sq.Ft.</b>	<b>No more than 16 Sq.Ft.</b>
<b>Signs Promoting a Candidate or Issue</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days- After Vote</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days- After Vote</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days- After Vote</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days- After Vote</b>

<sup>1</sup> Whichever is Smaller

<sup>2</sup> The Rural Business Zoning District has the same sign regulations as the Downtown Commercial Sign District.

<sup>3</sup> **For properties with multiple establishments where one establishment is a gasoline station, 1 additional freestanding sign is allowed for the purpose of displaying the brand and the price of gasoline.**

<sup>4</sup> **For large commercial developments with more than 25,000 Sq.Ft. of floor space and multiple establishments, a freestanding sign greater than 80 Sq.Ft., but no greater than 120 Sq.Ft. may be allowed by Planning Board special permit.**

The foregoing Zoning By-law amendment shall take effect in accordance with the Franklin Home Rule Charter and Massachusetts General Law Chapter 40A, Section 5.

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**DATED:** \_\_\_\_\_, 2018

**VOTED:**

**UNANIMOUS** \_\_\_\_\_

**A True Record Attest:**

**YES** \_\_\_\_\_ **NO** \_\_\_\_\_

**ABSTAIN** \_\_\_\_\_

**Teresa M. Burr**  
**Town Clerk**

**ABSENT** \_\_\_\_\_

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**Glenn Jones, Clerk**