
ARTICLE VIII, Signs [Amended 5-4-1996 ATM, Art. 23]

§ 173-34. General regulations.

- A. Except for indicators of time and temperature, no sign or part of any sign shall flash, rotate, move or make noise.
- B. Signs shall be illuminated internally or by external shielded light directed solely at the sign in such a manner as to prevent glare for motorists and pedestrians, and such that the light source and lenses shall not be visible from any residential district.
- C. No sign shall be placed within or projecting over a public way or on public property, except with a permit from the Board of Selectmen.
- D. No sign shall be illuminated between the hours of 11:00 p.m. and 7:00 a.m. unless indicating time or temperature or an establishment open to the public during those hours.
- E. Provisions of this chapter do not limit flags, insignia, legal notices, agricultural, directional or traffic signs erected or required by governmental bodies.

§ 173-35. On-premises signs in business and industrial districts.

Signs whose contents relate exclusively to the premises on which they are located or to products, accommodations, services or activities on those premises shall be allowed as follows:

A. Number of signs.

(1) Principal signs.

(a) On any one (1) lot, one (1) freestanding sign.

(b) For any one (1) business or other discrete activity, one (1) attached wall sign to each building side having both a public entrance and orientation to a street. [For store groups, however, see Subsection C(3).]

(2) Secondary signs.

For lots with remove secondary access, one (1) secondary freestanding sign so arranged as to be not less than three hundred (300) feet measured horizontally from the principal freestanding sign.

B. Height of signs.

(1) Freestanding signs shall not exceed eighteen (18) feet in height.

(2) Any attached sign shall not project above or beyond the limits of the building on which it is viewed.

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C. Sign areas.

- (1) Principal freestanding signs shall not exceed fifty (50) square feet in area.
- (2) Secondary freestanding signs shall not exceed twenty-five (25) square feet in area.
- (3) No group of attached signs on any single face of the building on which they are viewed shall exceed fifteen percent (15%) of that exterior surface wall area. No attached sign shall exceed (50) square feet.

D. Window signs. Window signs painted or fastened to window glass and signs immediately inside window glass are subject to the provisions of this chapter. Signs shall not exceed fifty percent (50%) of the glass area on which they are viewed.

E. Business groups. Groups of three (3) or more businesses on a single lot, such as a plaza or shopping center, may, as an alternative to Subsections A(1)(a) and C(1) observe the following: (1) principle freestanding sign of twelve (12) square feet in area identifying the plaza or center name with no more than an additional twelve (12) square foot panel for each business for the purpose of identification. Total aggregate sign area shall not exceed fifty (50) square feet.

§ 173-36. On-premises signs in residential districts.

Signs whose contents relate exclusively to the premises on which they are located or to products, accommodations, services or activities on those premises shall be allowed as follows:

- A. Number of signs. On any one (1) lot, one (1) freestanding or attached sign. Agricultural signs are exempt.
- B. Size of signs. Freestanding or attached signs shall not exceed three (3) square feet. Signs located on a lot with more than three hundred (300) feet of frontage and conforming to the setbacks for principal structures shall not exceed nine (9) square feet. Agricultural signs shall be limited to fifty (50) square feet aggregate total.
- C. Signs advertising accessory use of residences or residential lots, including signs pertaining to the lease or sale of such residence or lot, shall not be lighted. Such signs shall not be located in a required side or rear setback.
- D. Signs shall be limited to one (1) background color, which shall be natural wood, white or the same color as the principal structure or its trim, and one (1) other color for lettering and designs.
- E. Signs shall be limited to name and nature of the activity and its hours of operation and shall not contain slogans or prices.
- F. Chimney monograms, house numbers, identification name plaques bearing the name of the occupants and similar decorative devices shall not be considered signs for the purpose of this chapter.

§ 173-37. Temporary signs.

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Temporary signs shall be allowed in addition to permanent signs, in any area without a permit, provided that they are not lighted and comply with the following:

- A. Unless otherwise permitted in this section, all temporary signs must comply with the requirements for permanent signs applicable to the premises. Temporary signs shall not exceed 16 square feet on any premises.
- B. Signs associated with a construction permit for the purpose of identifying the contractor shall be allowed until the completion of the project, and that the area of the sign be no larger than nine (9) square feet.
- C. One (1) real estate sign per lot provided it be no larger than nine (9) square feet and located on the premises to be sold.
- D. Temporary signs may advertise sales, special events or changes in the nature of an operations but shall not otherwise be used to advertise a continuing or regularly recurring business operation.
- E. If a temporary sign is removed, then replaced within thirty (30) days of its removal, the time allowed for the sign to be in place shall be figured from the date it was first erected, as if it had not been removed.
- F. A temporary sign which becomes unsightly or flaps or makes noise for any reason shall be promptly removed or replaced.

§ 173-38. Off-premises signs.

- A. Billboards or signs whose content does not relate exclusively to the premises on which they are located or to products, accommodations, services or activities on those premises are not allowed, except as follows: signs whose content is related exclusively to a political campaign or to the activities of religious or charitable organizations.
- B. No off-premises sign shall be lighted.

§ 173-39. Prohibited signs.

The prohibitions contained in this section shall apply to all signs in all zones, regardless of designation.

- A. No sign or advertising device shall be erected or maintained in such a manner as to obstruct or interfere with the free and clear vision on any street or driveway;
- B. No attached wall sign shall extend more than twelve (12) inches beyond the building walls or parts thereof, except as otherwise provided in these sign regulations;
- C. No building or part thereof, such as a gable, roof, or wall, shall be outlined by direct illumination for the purpose of commercial advertising;

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- D. No sign shall be attached to or be erected or maintained in such a manner as to obstruct any fire escape, window, door, or other building opening used for egress and ingress, ventilation or other fire fighting purposes;
- E. No sign shall be attached to public property, i.e. telephone poles, fences, etc., without the express permission of the Board of Selectmen.
- F. Neon signs are prohibited.

§ 173-40. Permits.

No sign over one (1) square foot shall be erected, enlarged, altered, or replaced without a permit issued by the Building Commissioner. Agricultural signs with a maximum aggregate display area of ten (10) square feet and are not illuminated shall not require a permit. No permit shall be issued for any sign except in conformance with this chapter.

§ 173-41. Enforcement.

This chapter shall be enforced by the Building Commissioner.

§ 173-42. (Reserved)