

Chapter 151: SIGNS

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Zoning — See Ch. 191.

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PART A GENERAL PROVISIONS

§ 151 -1. Purpose.

This bylaw is adopted for the regulation of **signs** within the Town of Dennis and is intended to serve the economic interests of the Town as well as the interests of the general public by preserving and enhancing the natural setting and architectural expression which characterize the community and to ensure public safety relative to the use and employment of any **sign** defined herein. Nothing in this section is intended to override more restrictive regulations that may be in place for the Old King's Highway Historic District or the South Dennis Historic District.

§ 151-2. Title.

This bylaw shall be known as the "Dennis Sign Code."

§ 151-3. Sign permits and Fees.

- A. No person shall erect or display a new **sign** for which a **sign permit** is required under § 151-13 or move, replace, substantially alter or substantially repair an existing **sign** for which a **sign permit** is required under § 151-13 without first having obtained such **sign permit** from the **Building Commissioner**.
- B. No person shall duplicate or replace a missing **sign** for which a **sign permit** is required under § 151-13, without first having obtained a new **sign permit**. Such **sign permit** shall be granted at no cost to the applicant upon proof of the legal existence of said missing **sign**.
- C. Applications for a **sign permit** shall be submitted to the **Building Commissioner** and be accompanied by scaled drawing(s) and specifications. The drawing(s) shall include a rendering and shall show the location of the **sign** on the premises and the specifications shall include sufficient information to demonstrate compliance with the provisions of this bylaw. A record of such applications, drawings and specifications shall be kept on file in the office of the **Building Commissioner**. No **sign permit** shall be issued unless the application, drawings and specifications are in all respects in conformance with this by-law.
- D. A valid **sign permit** shall be transferable as long as the **sign** exists and remains unchanged.
- E. All **signs** requiring a **sign permit** shall be **maintained** in accordance with the regulations set forth in the Massachusetts State Building Code.
- F. A **sign permit** granted under this bylaw shall lapse if the **permit** is not exercised and erected within one (1) year of its date of issue.
- G. The fee for **sign permits**, inspections and certificates shall be established by the Board of Selectmen. Pre-1991 signs are allowed but will require a permit. **Sign permits** for pre-1991 signs shall be issued by the **Building Commissioner** at no cost to the applicant upon satisfactory proof of the legal existence of said **sign**.

- H. The **Building Commissioner** will determine within thirty (30) days from the date of filing a complete application for a **sign permit** whether to grant or deny the sign permit request. In the case of denials, the **Building Commissioner** shall provide, in writing, the basis for said denial. Failure of the **Building Commissioner** to act shall be deemed a denial.

§ 151-4. Preexisting nonconforming signs.

- A. **Preexisting nonconforming signs** are permitted, subject to the requirements of this **§151-4**.
- B. **Maintaining and Removing Preexisting nonconforming signs. Preexisting nonconforming signs** may be **maintained. Preexisting nonconforming signs** which are altered, relocated or replaced shall comply immediately with all provisions of this by-law; provided however that if a **preexisting nonconforming sign** is involuntarily destroyed by any cause then the **sign** must be replaced, in-kind, within 18 months or the **sign** shall be subject to all applicable regulations of this by-law.
- C. Records of **Preexisting Nonconforming Signs**. The **Building Commissioner** shall maintain files of **preexisting nonconforming signs**, as follows:
1. Files of **signs** erected prior to January 1, 1991, shall contain documentation evidencing the pre-January 1, 1991 existence of such **signs**.
 2. Files of **signs** erected subsequent to January 1, 1991, shall contain records of, or documentation evidencing, the issuance of a **sign permits** for such **signs**.
- D. Documentation of **Preexisting Nonconforming Signs**.
1. Permitted Documentation. The documentation referenced in Subsection D shall include photographs, plans, drawings, news clippings, correspondence, affidavits, sworn statements or other materials sufficient to establish, to the satisfaction of the **Building Commissioner**, that such **sign** existed prior to January 1, 1991, or that a **sign permit** was issued for such **sign**.
 2. Responsibilities of **Sign Owners; Compliance Date**. Any person or entity owning or controlling any **preexisting nonconforming sign** shall be responsible for providing such documentation to the **Building Commissioner**. All **preexisting nonconforming signs** must be in compliance with Subsections C and D no later than December 31, 2010. Thereafter, any **preexisting nonconforming sign** which does not comply with Subsections C and D shall be prohibited and must be removed.

§ 151-5. Abandoned signs.

- A. Any **abandoned sign** shall not be reestablished except in conformance with this bylaw.
- B. **Abandoned signs** shall be removed by the **sign permit** holder and/or the owner of the building or premises at which the abandoned **sign**

is located within ninety (90) days from the date the sign became **abandoned**.

§ 151-6. Illumination of signs.

- A. No lighting or illumination shall be permitted to be used in any way in connection with an **illuminated sign** unless it is effectively shielded so as to illuminate the **sign** surface only and to prevent beams or rays of light from being directed at any portion of the traveled way of the public roadway or onto any residential property, or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of any motor vehicle, or to otherwise interfere with any driver's operation of a motor vehicle.
- B. Underground electrical service. All illuminated **freestanding ground signs** shall have underground electrical service unless the local electric utility will not permit such underground service.
- C. Any **illuminated sign** which is located less than 100 feet from any residential property either must be turned off between the hours of 11 pm and 6 am or be illuminated by **Halo Lighting**.

§ 151-7. Enforcement.

- A. This bylaw shall be administered and enforced by the **Building Commissioner**.
- B. The **Building Commissioner** is authorized to inspect all **signs** covered under this bylaw and may, for this purpose, enter upon the premises where such **signs** are located at all reasonable times.
- C. Violations and penalties.
 - (1) Any person, corporation or entity found in violation of any provisions of this bylaw shall be punished by a fine in accordance with the following schedule of fines, and each day that the violation continues shall constitute a separate offense:

Number of Offense	Penalty
First Offense	Warning
Second Offense	\$50.00
Third Offense	\$75.00
Fourth Offense	\$100.00
Fifth and Subsequent Offense	\$300.00

- (2) Notice of violation and procedures pertaining thereto shall be in accordance with M.G.L.A. C. 40, § 21D (Noncriminal disposition).

§ 151-8. Establishment of Sign Code Board of Appeals; Appeals and Petitions for Relief.

- A. The Board of Appeals established under this by-law shall be the Sign Code **Board** of Appeals.
- B. The **Board** shall be empowered to hear and decide appeals and petitions for relief pursuant to, and concerning interpretations of this bylaw.
- C. Any person or entity aggrieved by a decision, action or failure to act by the **Building Commissioner** may appeal such decision, action or failure to act and/or may petition the **Board** for relief as established below. Any such appeal or petition shall be filed within 30 days of the actual notice of the decision, action or failure to act.
- D. The **Board** must hold a public hearing within sixty-five (65) days after the appeal or petition is transmitted to the **Board** by the Town Clerk. An appeal or a petition for relief must be acted upon within seventy-five (75) days after the appeal or petition is filed with the Town Clerk. Failure of the **Board** to act within seventy-five (75) days will result in a constructive grant of the appeal or petition, subject to judicial appeal.
- E. A notice of a public hearing on an appeal or petition for relief shall be given by publication in a newspaper of general circulation not less than two (2) weeks prior to the hearing date and by posting in a conspicuous place in the Town Hall no less than two (2) weeks prior to the date of such hearing. The notice shall contain the name of the appellant or petitioner, street address or adequate identification of the location, the date and time of the hearing and the nature of the appeal or relief requested.
- F. The fee for filing appeals and petitions shall be established by the **Board**.
- G. The grant of an appeal or a petition for relief from a decision, action or failure to act by the **Building Commissioner** shall require the concurring vote of four (4) members of the **Board**.
- H. Petitions for relief from the requirements of this bylaw may be granted only upon a finding by the **Board** that, 1) owing to unusual and distinctive physical conditions of a site or structures thereon or due to other encumbrances or restrictions, a literal enforcement of the provisions of this bylaw will impose a substantial hardship on the petitioner; 2) that the proposed **sign** will not create a nuisance, hazard or congestion to vehicular or pedestrian traffic; and 3) that the proposed **sign's** size, location, design, color, texture, lighting and materials will not be detrimental to or derogate from the architectural and natural setting.
- I. Appeals from a decision, action or failure to act by the **Building Commissioner** may be granted only upon a finding by the **Board** that said decision, action or failure to act was unlawful, improper or erroneous or constituted an abuse of discretion.
- J. When granting appeals or petitions for relief, the **Board** may impose reasonable conditions, safeguards and limitations, both on time and use, including a condition that relief shall expire upon a change of use, at which time compliance or new relief would be required. However, a condition based upon a change of ownership of the business for which the **sign** is used by the appellant or petitioner may not be imposed.
- K. If the rights authorized by the granted appeal or petition for relief are not exercised within one (1) year of the grant thereof, such rights shall lapse. An extension of up to six (6) months may be granted, for good cause, at the discretion of the **Building Commissioner** upon application filed with the **Building Commissioner** prior to the expiration date. Once a granted appeal or petition for relief has lapsed, it may be reestablished only after reapplication and the granting of a new appeal or petition for relief.

- L. No granted appeal or petition for relief nor any extension, modification or renewal thereof shall take effect until the decision bears a certification by the Town Clerk that thirty (30) days have elapsed after the decision was filed with the Town Clerk and that no appeal has been filed or, if an appeal was filed, that it has been dismissed or denied.
- M. Any person aggrieved by a decision of the **Board** under this bylaw may appeal to the applicable court.

§ 151-9. Liability.

All persons charged with the enforcement of this bylaw shall not be personally liable while acting for the Town, and they are hereby relieved from all personal liability for any damage that may accrue to persons or property as a result of any act required or permitted in the discharge of their official duties.

§ 151-10. Amendments.

This bylaw may be amended from time to time by a majority vote at any Town Meeting.

§ 151-11. Severability; applicability.

- A. The invalidation of any section or provision of this bylaw shall not invalidate any other section or provision thereof.
- B. When the application of this by-law imposes greater restrictions than those imposed by any other bylaws, regulations, permits, restrictions, easements, covenants or agreements, the provisions of this code shall control in all cases concerning the regulation of **signs** and other **advertising devices**.

PART B DEFINITIONS AND ALLOWED AND PROHIBITED SIGNS

§ 151-12. Definitions.

<p>ABANDONED SIGN — A sign which identifies or provides information pertaining to a business, lessor, lessee, service, owner, product or activity, which no longer exists at the premises where the sign is located, or for which no legal owner can be found</p>		
<p>ACCESSORY SIGN — A sign which provides information pertaining to, but does not specifically identify, a business, product or activity, such as, "open," "closed," "VISA," phone number, website, email etc</p>		
<p>AdStep™: Advertising placed on the riser or treads of stairs.</p>		

AdWalk™: Advertising placed on or within a sidewalk.



ADVERTISING DEVICE — Any principally non-verbal device designed for advertising purposes, such as **balloon signs**, caricatures, animals, ice cream cones, arches etc.

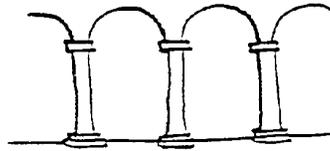


A-FRAME SIGN -- A **sandwich sign** which is connected at the top or bottom

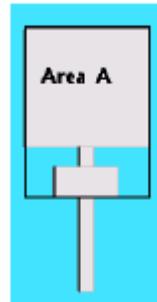
ANIMATED SIGN -- Any **sign** which uses actual movement or the illusion of movement.



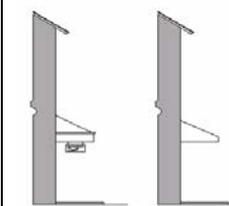
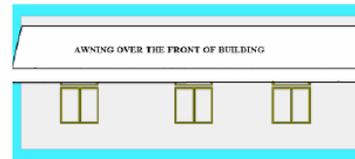
ARCADE – A series of arches supported by columns or piers, which may be attached to a wall or freestanding



AREA OF A SIGN -- An area determined by the smallest rectangle enclosing the extreme limits of a **sign** including any form or border but excluding supports which do not bear advertising. Where a **sign** consists of individual letters, symbols or multiple panels (i.e. a **multiple faced sign**), the area shall be considered to be the smallest rectangle which encompasses all the letters, symbols or panels. Only one (1) face of a **double-faced sign** shall be used in computing the area of that **sign**.



AWNING -- A roof-like cover, often of fabric, plastic, metal or glass, designed and intended for protection from the weather or as a decorative embellishment, and which projects from a wall or roof of a structure.

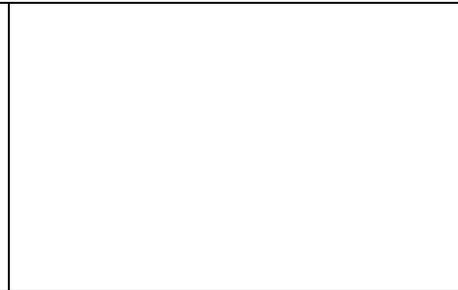


AWNING SIGN — A **sign** attached to or printed upon textile or fabric material supported by framing and which is attached to a building.

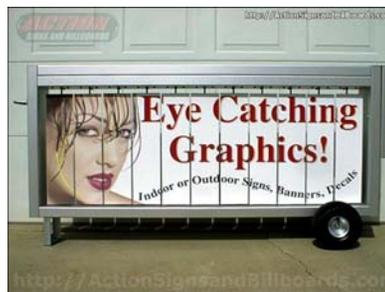


<p>BALLOON SIGN - A type of advertising device consisting of a bag made of lightweight material supported by helium, hot air, pressurized air or other gaseous substance having a greatest dimension in excess of 24 inches or containing more than four (4) cubic feet of air.</p>		
<p>BANNER OR FLAG – Any fabric or similar flexible material containing distinctive colors or patterns attached at at least one end of the material, usually to a staff or pole which contain distinctive colors, patterns, symbols, emblems, insignia or other symbolic devices.</p>	 	 
<p>BEACON - A stationary revolving light that flashes or projects illumination, single color or multicolored, in any manner that is intended to attract or divert attention; not including any type of lighting device required or necessary under the safety regulations described by the Federal Aviation Administration or similar agencies.</p>		

BILLBOARD — A **sign** which directs attention to a business, product, service, or entertainment conducted, sold or offered at a location other than the premises on which the sign is located.



BILLBOARD, PORTABLE – A **sign** designed to be readily relocated, which directs attention to a business, product, service, or entertainment conducted, sold or offered either on or off the premises on which the sign is located. **Portable billboard signs** also include **signs** on wheels or on portable structures such as trailers, tent **signs**, and normal advertising placed on motor vehicles designed specifically to be used as mobile **billboards**. **Portable billboard signs** do not include **A-Frame Signs, Sandwich Signs, Menu Signs, and V-Shaped Signs** but may include **Changeable Copy Signs** if they are not permanently attached to a structure



BOARD -- The Dennis Zoning Board of Appeals sitting as the Sign Code Board of Appeals.



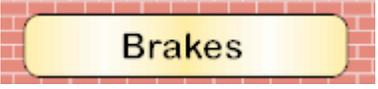
BUILDING COMMISSIONER — The Building Commissioner of the Town of Dennis or his designee.



<p>BUILDING FRONT — The portion of a building facing the road or any portion of a building which has separate businesses and separate egress and ingress for the public facing a parking lot or another public way.</p>		
<p>CANOPY – A roof-like cover, often of fabric, plastic, metal, or glass on a support, which provides shelter over a doorway.</p>		
<p>CANOPY OR ARCADE SIGN — A wall-mounted painted or electronic sign attached to or constructed on the face of a permanent roofed structure covering an area customarily used for pedestrian circulation.</p>		
<p>CHANGEABLE-COPY SIGN — A sign on which the characters, letters or illustrations can be changed or rearranged without altering the face or the surface of the sign. Changeable-copy signs shall exclude Time and Temperature signs. See also Electronic Message Center.</p>		

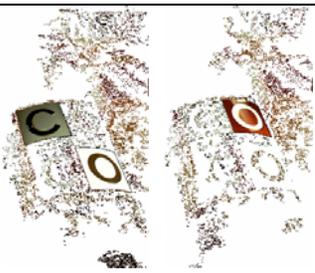
<p>CONSTRUCTION SIGN – A sign identifying an architect, builder, contractor, subcontractor, material supplier, financing entity or others participating in construction, design or alteration on the property on which the sign is located. Said signs may also include a picture of the building under construction.</p>		
<p>DIRECT/EXTERNAL LIGHTING – Illumination by means of a light source that is external to the sign being lit.</p>		
<p>DIRECTIONAL OR TRAFFIC SAFETY SIGN – A sign identifying entrances, exits, parking areas or other operational features of premises and/or providing directions for the safe and/or efficient flow of vehicular or pedestrian traffic. (Directional or traffic safety signs within public roadway layouts are governed by the Massachusetts Department of Transportation and Highways Manual on Uniform Traffic Control Devices.)</p>		
<p>DISCONTINUED SIGN — (See “abandoned sign.”)</p>		
<p>DOUBLE-FACED SIGN — A sign with two faces or panels, neither of which is visible at the same time and which, unlike a V-shaped sign, are directly back to back.</p>		

<p>DRIVE-THROUGH MENU SIGN – A sign associated with drive-through windows or kiosks and directed to drive-through traffic.</p>		
<p>ELECTRONIC MESSAGE CENTER — A sign on which the characters, letters or illustrations can be changed automatically or through electronic or mechanical means. Electronic message centers exclude time and temperature signs. See also Changeable Copy Signs.</p>		
<p>EXPOSED NEON SIGN –An illuminated sign containing a glass tube filled with neon, phosphors or other gaseous substance which is bent to form letters, symbols or other shapes. Exposed Neon Signs shall include tubes which are visible either through exposed lighting on the sign face or through transparent or translucent material from a light source within the sign. This includes said signs whether or not they are enclosed in a box or other framing material.</p>		
<p>FAÇADE — The area of the entire building front wall, including the parapet but not the roof.</p>		

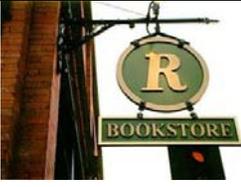
<p>FLASHING SIGN — A sign which contains an intermittent or sequential flashing light source, but excluding changeable-copy signs, electronic message centers, animated signs or signs which, through reflection or other means, create an illusion of flashing or intermittent light.</p>		
<p>FREESTANDING GROUND SIGN — A freestanding sign which is supported by one (1) or more uprights or braces that are in or upon the ground.</p>		
<p>GASOLINE STATION AND GARAGES – BAY ENTRANCE SIGNS – Signs over the entry way to service bays at a gasoline station or garage.</p>		
<p>GASOLINE STATIONS AND GARAGES – FUEL PRICE SIGNS ON GASOLINE PUMPS – Signs located on-top of gasoline pumps identifying the price per gallon for the fuel sold.</p>		
<p>GASOLINE STATIONS AND GARAGES – FUEL PRICE SIGNS ON FREESTANDING GROUND SIGNS – Signs located on a freestanding ground sign identifying the prices per gallon for the fuels sold on site.</p>		

<p>GASOLINE STATIONS AND GARAGES – FUEL PUMP ACCESSORY SIGNS – Signs attached to gasoline pumps identifying acceptable payment methods or other important information related to the use of the pumps and sale of fuel.</p>		
<p>GASOLINE STATIONS AND GARAGES – FREESTANDING GROUND SIGNS – See Freestanding Ground Sign</p>		
<p>GASOLINE STATIONS AND GARAGES – ISLAND ADVERTISING SIGNS – Advertising signs located on gasoline islands or above pumps</p>		
<p>GASOLINE STATIONS AND GARAGES – ISLAND NON-ADVERTISING SIGNS –Signs identifying self service, full service islands, etc located on gasoline islands or above pumps.</p>		
<p>GASOLINE STATIONS AND GARAGES – WALL SIGNS – See Wall Signs.</p>		
<p>GOVERNMENT SIGN – Any sign erected and maintained by a duly constituted government agency.</p>		
<p>HALO LIGHTING – Light showing from the back of or from within a letter or graphic shape out towards the surface that the letter or graphic is mounted on without having any light visible through the face of the letter or graphic.</p>		

<p>HEIGHT OF A SIGN – The vertical distance including landscape features and mounding measured from the highest point of a sign to the mean ground grade beneath the sign.</p>		
<p>HISTORIC OR COMMEMORATIVE MARKER – Any sign or plaque indicating the name of a building, the date of erection and/or incidental information about its construction, also known as memorial signs or markers.</p>		
<p>HOME OCCUPATION SIGN – An on-premises sign indicating a business, trade, occupation or profession conducted at the proprietor’s residence or within a structure accessory to the residence.</p>		
<p>ILLEGAL SIGN — A sign which does not meet the requirements of this code and which has not received legal nonconforming status.</p>		
<p>ILLUMINATED SIGN – A sign lighted or exposed to artificial light either by lights on or in the sign or directed towards the sign including Halo Lighting, Direct/External Lighting, Indirect Lighting, Internal Illumination, Flashing or Intermittent Lighting.</p>		
<p>INDIRECT LIGHTING — Illumination by means of a concealed light source, whereby all devices are shielded from view by opaque or translucent materials, and including reflected lighting.</p>		

<p>INTERNAL ILLUMINATION — Illumination by means of a light source completely enclosed by the sign panel(s).</p>		
<p>INTERMITTENT LIGHTING — (See “flashing sign.”)</p>		
<p>LADDER SIGN – A freestanding ground sign with two (2) vertical supports and two (2) or more crosspieces serving as individual signs.</p>		
<p>LIGHTNING POSTER™ OR LIGHTING POSTER – A sign with flashing visual elements utilizing lighting or other fiber optics.</p>		
<p>LOGO – A distinctive emblem, symbol or insignia identifying a particular product, service, business, activity or entity.</p>		
<p>MAINTAINING (A SIGN)— The cleaning, painting, or repair or replacement of defective parts of a sign in a manner that does not alter the basic information, design or structure of the sign.</p>		

<p>MAINTENANCE SIGN – A sign identifying an architect, builder, contractor, subcontractor, material supplier or others participating in maintenance on the property on which the sign is located.</p>		
<p>MARQUEE – Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of a building.</p>		
<p>MARQUEE SIGN – A sign painted on, attached to, or consisting of interchangeable letters on the face of a marquee.</p>		
<p>MENU SIGN — A sign illustrating the menu or specials for an establishment.</p>		

<p>MULTIPLE-FACED SIGNS — Signs containing more than two faces or panels.</p>		
<p>OFF-PREMISES SIGN — A sign which identifies or provides information pertaining to a business, lessor, lessee, service, owner, product or activity which is not located on the premises where such sign is located.</p>		
<p>ON-PREMISES SIGN — A sign which identifies or provides information pertaining to a business, lessor, lessee, service, owner, product or activity which is located on the premises where such sign is located.</p>		
<p>OPEN HOUSE SIGN — A sign promoting an “Open House”.</p>		
<p>PAINTED WALL SIGN — A wall sign which is applied with paint or similar substance on the face of a wall; such sign shall be considered a wall sign for calculation purposes.</p>		
<p>PERMANENT SIGN – All signs other than temporary signs.</p>		

POLITICAL SIGNS — **Signs** which pertain to the elective process or which constitute political speech.



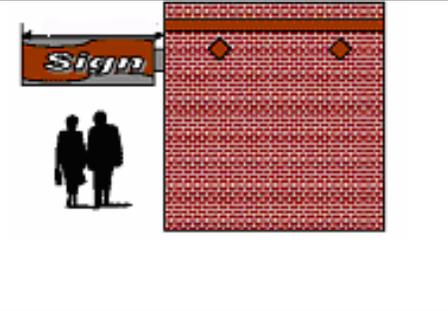
PORTABLE SIGN — Any **sign** designed to be moved easily and not affixed to the ground or to a structure or building.



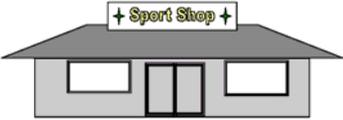
PREEXISTING NONCONFORMING SIGN — Any **sign** which conformed to the provisions of the Sign Code By-law, if any, at the time it was erected, but does not conform to the current requirements of this by-law.



PROJECTING SIGN — A **sign** which extends from the wall of a building.



<p>PUBLIC SERVICE INFORMATION SIGN — A sign which exclusively promotes an activity or event of general interest to the community and which contains no advertising features.</p>		
<p>REAL ESTATE SIGN — Any sign which is used for the sale, lease or rental of real property.</p>		
<p>REGULATORY OR SAFETY SIGN – A sign which provides directions or regulations for the safe and legal conduct of activities on the premises.</p>		
<p>RESIDENTIAL DECORATIVE SIGN – A sign indicating a name for a residence at the premises and not advertising any products or services.</p>		

<p>RESIDENTIAL IDENTIFICATION SIGN — A sign identifying a subdivision, condominium, apartment complex or other residential development.</p>		
<p>ROOF SIGN — A sign attached to the roof of a building.</p>		
<p>SANDWICH SIGN – A self-supporting, double-paneled sign, whose panels are not parallel but which are connected along one (1) edge and separated along the opposite edge. If connected on a side edge, it is a V-shaped sign. If connected at the top or bottom, it is an A-frame sign.</p>		
<p>SEASONAL – The regular cyclic seasons of the year whether winter, spring, summer or fall; or special “holiday seasons” such as Christmas, Easter etc. Unless otherwise specified, seasonal shall refer to the normal summer tourist season – generally the time period between Easter and Columbus Day.</p>		
<p>SEASONAL DISPLAYS – An outdoor display for the purpose of celebration of holidays, or seasons.</p>		
<p>SEASONAL SIGN — A Temporary Sign used by a business that operates on a seasonal basis.</p>		
<p>SIGN — Any permanent or temporary board or other</p>		

<p>device, lettered or not, bearing an advertisement, announcement or directional information.</p>		
<p>SIGN FACE – The single face of any sign</p>		
<p>SIGN PERMIT: A permit issued by the Building Commissioner for the erection, construction, display, removal, enlargement, alteration, repair or improvement of any sign.</p>		
<p>SPECIAL PURPOSE SIGN – A sign giving warning, prohibition or instruction, such as “no hunting”, “no turning”, “no trespassing” or “beware of dog”.</p>		
<p>SUBDIVISION LOT PLAN SIGN – A sign depicting the lot plan of a subdivision.</p>		
<p>SUBSIDIARY SIGN – A sign which is attached to and smaller than another sign.</p>		
<p>TEMPORARY SIGN — A sign used for a limited period of time.</p>		
<p>TIME AND TEMPERATURE SIGNS – A sign or portion thereof which is designed to illustrate the current time and temperature.</p>		

<p>UNDER-CANOPY SIGN — A sign suspended beneath a canopy, ceiling, roof or marquee.</p>		
<p>VEHICLE SIGN – Signs on or affixed to a bus, car, boat, trailer or other motorized vehicle.</p>		
<p>V-SHAPED SIGN – A Sandwich Sign which is connected at a side edge, with two panels, neither of which is visible at the same time, and which unlike a double-faced sign, are not flush or parallel.</p>		
<p>VENDING MACHINE SIGN – A sign identifying a vending machine which dispenses goods and/or services.</p>		
<p>WALL SIGN — A sign attached parallel to or painted on the wall of a building.</p>		

<p>WINDOW OR DOOR SIGN — Any sign placed on, inside or enclosed within a window or door facing the outside and which is visible from the exterior.</p>		
<p>YARD, BARN OR GARAGE SALE SIGN – A sign advertising a yard, barn or garage sale.</p>		

§ 151-13. Allowed Signs and conditions of use.

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
<p>Accessory Sign</p>	<p>T or P</p>	<p>N</p>		<p>10% of the area of the sign face to which it is attached, or, if not attached, 10% of the sign to which it is closest.</p> <p>The area of an accessory sign shall count towards the overall area of the sign to which it attached or associated.</p>			<p>One on-site accessory sign per business or establishment.</p>
<p>Advertising Device (excluding Balloon Signs)</p>	<p>P</p>	<p>Y</p>		<p>Total surface area of Advertising Device shall count as part of</p>	<p>Maximum height 20 feet with a clearance to ground</p>		<p>One per site</p>

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
				the allowed Freestanding Ground Sign sign area.	of 30 inches		
Awning Sign	P	Y		Lettering no larger than 6 inches in height to be limited to the name of the establishment			
Banners or Flags – Without logos or other advertising features, including “Open” Flags and unmarked flags	T	N	During hours of operation.	Total area not to exceed 12 square feet Individual banners or flags not to exceed six (6) square feet.	•	•	Not to exceed two banners and/or flags per business One banner or flag permitted per freestanding ground sign
Canopy or Arcade Sign	P	Y		Maximum size: the smaller of 10% of the façade associated with the business in question or 60 square feet Maximum height 3 feet	•	Canopy and arcade signs shall be treated as wall signs. Wall signs are permitted only in the absence of a roof sign.	One wall sign per business established in the structure for each street frontage. Any business that has no street frontage may have one sign facing the parking area.

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
Changeable Copy Sign and Electronic Message Centers	P	Y		32 square feet The area of an Changeable Copy Sign or Electronic Message Center shall count towards the overall area of the sign to which it attached or associated.		Sign face cannot change more than once per hour. Excludes portable billboard signs .	1 per site
Construction signs six (6) sf or less	T	N	The period of construction and up to seven (7) days after the issuance of the final certificate of occupancy.	6 square feet		Signs may only contain the name of the contractor or subcontractor	1 per site
Construction signs over six (6) sf	T	Y	The period of construction and up to seven (7) days after the issuance of the final certificate of occupancy.	32 square feet		Signs may contain relevant information relative to the project per the definition of construction signs ..	1 per site
Directional or traffic	P	Y		2 square feet		Area of logo or	

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
safety signs with logos or other advertising features						other advertising features shall count against the maximum allowed area for freestanding ground sign listed below.	
Directional or traffic safety signs without logos or other advertising features	P	N		2 square feet			
Drive-through menu sign	P	Y		32 square feet	Maximum height 20 feet with a clearance to ground of 30 inches		1 per site
Flags – American						Not subject to regulation.	
Freestanding Ground Signs	P	Y		5 feet to 15 feet from street line – 32 square feet 15 feet to 30 feet from street line – 40 square feet Over 30 feet from street line – 60	Maximum height 20 feet with a clearance to ground of 30 inches	Single or double faced freestanding ground signs are authorized in addition to wall signs, projecting signs and roof signs . One accessory sign	One per site

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
				square feet		not to exceed 10% of the principal sign area may be attached to the main sign .	
Gasoline stations and garages – Bay Entrance Signs	P	Y		one (1) foot in height and eight (8) square feet in area	•	Shall only indicate those services carried on within the bays	One sign per bay entrance.
Gasoline stations and garages – Fuel price signs on gasoline pumps	P	N		2 square feet		Legally required pump topper fuel signs .	One (1) sign per pump.
Gasoline stations and garages – Fuel price signs on freestanding ground signs	P	Y		6 square feet		Signs may only show prices for grades and types of fuel sold on the site.	One (1) per freestanding ground sign
Gasoline stations and garages – Fuel pump accessory signs	P	N		One (1) square foot			
Gasoline stations and garages – Freestanding Ground Signs	P	Y		5 feet to 15 feet from street line – 32 square feet 15 feet to 30 feet from street line – 40 square feet Over 30 feet from street line – 60	Maximum height 20 feet with a clearance to ground of 30 inches	See also Gasoline stations and garages – Fuel price signs on Freestanding Ground signs	1 per site

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
				square feet Plus one additional sign either on the ground or on the wall of the building that does not exceed six (6) square feet illustrating fuel prices			
Gasoline stations and garages – Island nonadvertising signs	P	N		Each sign is not to exceed six (6) square feet in area			No more than two (2) such signs per island,
Gasoline stations and garages – Wall Signs	P	Y		Maximum size: the smaller of 10% of the façade associated with the business in question or 60 square feet Maximum height 3 feet	•	Wall signs are permitted only in the absence of a roof sign or a projecting sign . Any business that has no street frontage may have one sign facing the parking area. Bay signs and other government mandated signs do not count towards total allowed number of signs or	One wall sign per business established in the structure for each street frontage.

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
						sign area.	
Government signs	T and P	N					
Historic or commemorative plaque	P	N		6 square feet			
Home Occupation	P	N		2 square feet			1 per business
Ladder Signs- On Premises	P	Y		5 feet to 15 feet from street line – 32 square feet 15 feet to 30 feet from street line – 40 square feet Over 30 feet from street line – 60 square feet	Maximum height 20 feet with a clearance to ground of 30 inches		One per site Shall be considered the freestanding ground sign for the property.
Maintenance sign	T	N	Duration of period when work is being conducted on site	6 square feet			
Marquee sign	P	Y		Subject to wall sign restrictions			
On-Premises Open House Sign	T	N	Only during the hours of an	6 square feet			No more than one such sign is

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
			open house.				permitted.
Political signs						Not subject to regulation.	
Projecting Signs	P	Y		8 square feet Minimum 10 foot clearance ground to bottom of sign	•	Sign may extend no more than four feet from the wall face. Sign may only identify the business on the premises.	Maximum one per business
Public Service Information Sign	T	N	30 days	6 square feet		Sign may be located on premises other than those of the sponsoring entity (i.e. may be an off-premises sign)	
Real Estate Signs (excluding Open House Signs and Real Estate Rental Signs – Short-Term rental signs)	T	N	The period while the property is offered and up to seven (7) days after the actual consummation of the sale or rental of the property.	6 square feet including all accessory signs and advertising devices			A total of one (1) such sign will be permitted for each property offered for sale or rental.
Real Estate Open House Signs – Off-Premises	T	Y	During hours of the Open House	Maximum of 6 square feet per sign	•	A fee for the use of Real Estate Open House Signs – Off Premises signs shall be established by the Dennis Board of	2 signs allowed

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
						Selectmen. Name must be present on the sign . Sign cannot be on private property without written permission from the property owner, provided to the Building Commissioner	
Real Estate Rental Signs- Short Term For properties rented on a short-term basis (six months or less)	T	N	Summer rental signs shall not be present on the property between September 15 th and January 1 st and after all units have been rented.	6 square feet			One "For Rent" wall sign or freestanding ground sign only may be erected on the property to be rented
Regulatory or Safety Sign excluding Special Purpose Signs	P	N		Six square feet			
Residential decorative sign	P	N		10 square feet			One per residence
Residential Identification Signs	P	Y		No more than twenty-one (21) square feet maximum in area	Shall not be more than six (6) feet in height nor less than thirty (30) inches	Such sign shall include only the name of the subdivision or	One Residential Identification Sign is allowed

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
					from the ground	complex and shall be prohibited from containing the name of any developer, owner or property management company.	
Roof Signs	P	Y		Maximum size: the smaller of 10% of the façade associated with the business in question or 60 square feet	Maximum height 4 feet	Roof signs are permitted only in the absence of wall signs Length shall not exceed length of the façade associated with the individual business, or building.	One per business
Sandwich Board Sign, A-Frame Sign, V-Shaped Sign or Menu Board Sign	T	N	During open business hours	6 square feet	Four (4) feet	V-shaped signs may form an angle of no more than fifteen (15) degrees. Sign may be a maximum of twenty (20) feet from the front door of the business using the sign	One sign per business
Seasonal Display	T	N	None			May not include logos or other advertising features.	

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
Seasonal Sign	T	Y	180 days	32 square feet The area of a seasonal sign shall count towards the overall area of the sign to which it attached or associated.			One per business
Special Purpose Sign	P	N		2 square feet			
Subdivision Lot Plan Sign	T	Y	During the sale of subdivision lots, must be removed within 7 days of final lot sale	32 square feet	Maximum height 20 feet with a clearance to ground of 30 inches		One per subdivision
Subsidiary Sign	P	Y		2 square feet			
Temporary signs Excluding other temporary signs specifically itemized within this section	T	Y	30 days, 1 permit per calendar year	60 square feet		Temporary signs must be firmly attached to a supporting device and present no undue hazard to the public.	1 per calendar year
Temporary Signs located at local sports fields	T	Y	During the playing season of the sport hosting the signs	4 feet by 8 feet		Attached to the inside area only of the fence or scoreboard	One on-site accessory sign per business or establishment. No limit on the

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
							number of signs at the sports field.
Time and Temperature Sign	P	Y		Counts as a part of the sign area for the wall or freestanding ground sign to which it is attached or associated.	Freestanding ground signs: Maximum height 20 feet with a clearance to ground of 30 inches		1 per site
Under Canopy Sign	P	Y		Same as Projecting Sign			1 per business
Vending Machine Sign	P	Y		32 square feet			
Wall Signs	P	Y		Maximum size: the smaller of 10% of the façade associated with the business in question or 60 square feet Maximum height 3 feet	•	Wall signs are permitted only in the absence of a roof sign. Any business that has no street frontage may have one sign facing the parking area.	One wall sign per business established in the structure for each street frontage.
Window or door signs	T	N		not to cover more than thirty percent (30%) of the window or door			
Yard, barn or garage sale signs.	T	Y	During the hours of the sale only.	6 square feet	•	No off-premises signs shall be permitted for yard,	One (1) on-premises sign shall be

SIGN TYPE	PERMANENT (P) OR TEMPORARY (T)	PERMIT REQUIRED (Y/N)	TIME LIMIT	MAXIMUM SIZE RESTRICTIONS	MAXIMUM HEIGHT ABOVE GRADE	OTHER RESTRICTIONS	NUMBER OF SIGNS
						barn or garage sales. Signs must be licensed by the Board of Selectmen.	permitted,

§ 151-14. Prohibited signs.

The following **Signs** are specifically prohibited in the Town of Dennis:

- A. **AdStep**™
- B. **AdWalk**™
- C. **Animated signs.**
- D. **Balloon Signs.**
- E. **Banners and Flags** with **logos** or other advertising features, or any other **banners and flags** not specifically identified in **§151-13.**
- F. **Beacons**
- G. **Billboard, Portable** whether on wheels or with the wheels removed.
- H. **Exposed neon signs.**
- I. **Flashing Signs**
- J. **Gasoline stations and garages – Gasoline island advertising signs**
- K. **Illegal signs**
- L. **Lightning Posters or Lighting Posters**
- M. **Off-premises signs**, including **billboards**, except as specifically allowed in **§151-13.**
- N. **Off-Premises Ladder Signs**, except that **off-premises ladder signs** existing as of May 8, 2007 may be maintained and individual business names on such signs may be changed.

- O. **Portable Sign** - Any other **portable sign** unless specifically allowed in **§ 151-13**.
- P. **Vehicle Sign** - A **sign** on an inoperative vehicle or on a vehicle which is not used in the activities of the business and parked on public or private property with the primary purpose of providing advertisement of products or directing people to a business or activity located on the same or near by premises. This provision is not intended to prohibit signs painted upon or applied directly to a vehicle which is actively used in the regular function of a business, as long as it is parked within a legal parking space on the site.
- P. Any **sign** or any direction, name or information attached to or painted upon trees, fences, stones, sidewalks, utility poles or curbs except that **historic commemorative markers**, house numbers and **residential identification signs** may be attached to rocks and **Special Purpose signs** may be attached to trees.
- Q. No **sign** or any part thereof shall be within the layout of a public way; or shall obstruct highway vision unless otherwise permitted under **§151-13**.
- R. **Signs** with colors which are fluorescent, luminescent or day-glo type.
- S. Any **sign** emitting sound except **drive-through menu signs**.
- T. Any **sign** not specifically allowed in **§ 151-13**.