

TOWN OF YARMOUTH

1146 ROUTE 28, SOUTH YARMOUTH, MASSACHUSETTS 02664-4492
Telephone (508) 398-2231, Ext. 1277, Fax (508) 398-2365

BOARD OF
SELECTMEN
TOWN
ADMINISTRATOR

Selectmen's Policy 90-11 (as amended September 27, 2016)

SLAT/LADDER SIGN POLICY

The Town of Yarmouth has authorized the placement of black and white slat/ladder signs to be maintained with the public ways under section 303.4.2.1 of the Yarmouth Zoning Bylaw and MGL Chapter 85, Section 8. The Board of Selectmen are authorized under the above sections to grant permits for the location, fix fees, and make rules and regulations relating to such signs.

REGULATIONS:

1. **Definitions:**
 - i. **Slat Sign:** individual slat/business listing
 - ii. **Slat/Ladder Sign Rack:** structure holding individual slat signs/business listings
2. **Application:**
 - i. A group of no less than three (3) business owners may submit an application to erect a new ladder/slat sign rack on a town way, with no more than 9 slat signs total. Individual business owners may also submit applications for the insertion of a new slat sign on an existing slat/ladder sign rack (if space is available). Applications shall be submitted to the Building Department at Yarmouth Town Hall, 1146 Route 28, South Yarmouth, MA 02664.
3. **Placement:**
 - i. Slat/Ladder sign racks shall only be erected in locations approved by the Yarmouth Department of Public Works outlined in the Yarmouth Zoning Bylaw, Section 303.4.2.1. One slat/ladder sign rack per location shall be permitted.
 - ii. A business listing should only be found on a slat/ladder sign rack located in the vicinity (2 miles directionally) from the business it serves.
 - iii. No business shall be named on more than two (2) slat/ladder sign racks.
4. **Maintenance:**
 - i. It shall be the responsibility of business owners to maintain slat/ladder sign racks, including the addition of and removal of slat signs and minor repairs.
 - ii. It shall be the responsibility of the business owner to inform the Town's Building Department of those slat signs no longer valid or operating under the listed business name.
 - iii. All slat signs and slat/ladder sign racks must be properly maintained, repaired and in proper condition as determined by the Building Inspector. If the Building Inspector finds that a sign is unsafe or otherwise improperly maintained, he shall issue a written notice to the business/slat sign owner on record informing him/her of how the situation must be corrected.

5. Cost:

- i. The cost to improve/repair the slat/ladder sign racks existing as of 03/01/2016 shall be borne by the Town.
- ii. The cost to erect a new slat/ladder sign rack as well as all slat sign related expenses (non-existing as of 03/01/2016) shall be borne by the business owners.
- iii. The cost to install a slat sign on a new or existing-slat/ladder sign rack (as of 03/01/2016) shall be borne by the business owner.

6. Fees:

- i. There shall be no fee for the application for a new slat/ladder sign rack or the application for a new individual slat sign.
- ii. There shall be a \$75 fee for each slat sign requested. This fee will cover the costs of the actual slat sign. Said fee must be paid in full prior to installation of the slat sign.

7. Content:

- i. Content of the slat signs is restricted to Yarmouth business or organization names.
- ii. Number of slat signs permitted per slat sign rack is limited to 9 with the exception of slat/ladder sign racks existing as of 03/01/2016.
- iii. The Town reserves the right to utilize slat signs for street names, way finding, and public information.
- iv. The order of the slat signs shall be as follows top to bottom:
 1. Town required slat signs
 2. Pre-existing slat signs paid in full
 3. New slat signs paid in full

8. Design:

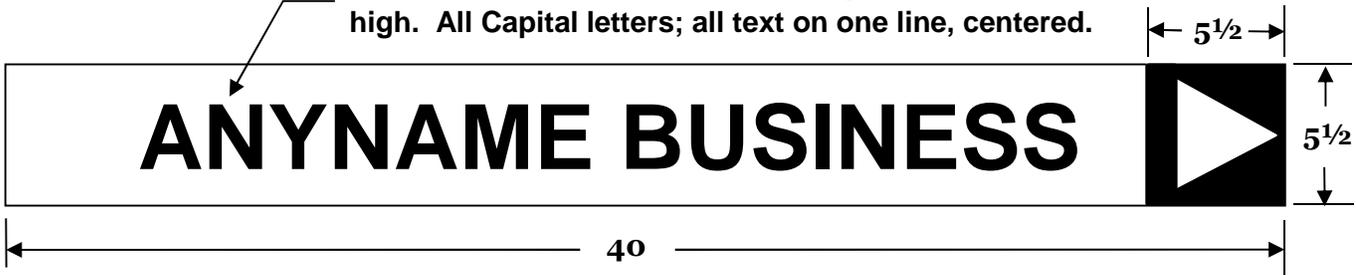
- i. All slat signs and slat/ladder sign racks shall conform to the attached specifications.
- ii. Slat/ladder sign racks shall be white and made up of two 4'x4' pressure treated posts. Slat racks will include a double-sided header sign with town logo located at top of structure, made on 3mm white Dibond (rigid aluminum substrate).
- iii. Slat signs shall be made of Sintra (PVC) with lettering in high-performance vinyl. Slats shall be white with black lettering and a black arrow as illustrated on attached specifications. Lettering and graphics in 3M Series 220 high-performance vinyl. Slat signs will be installed between aluminum runners with PVC spacers.
- iv. Typeface shall be Helvetica, Bold Typeface, Black, no greater than 4 inches high, all capital letters, and all text on one line.
- v. Logos or brand specific typeface/color/size are not permitted.

9. PENALTIES:

- i. Failure to follow any of the above rules and regulations shall result in a fine, as outlined in Zoning Bylaw Section 101.3 and/or removal of the individual slat sign(s) or slat/ladder sign rack.

Individual Slat Sign Specifications

Helvetica Bold Typeface, Black, no greater than 4 inches high. All Capital letters; all text on one line, centered.



Slat/Ladder Sign Rack Specifications

