

Sign Ordinance Summary Table

This is a summary of the dimensional requirements for signs. Please refer to the Beverly Zoning Ordinance for more information and sign regulations.

	CC, CG, IR, IG	CN, HD, WD
WALL SIGNS	<p>If the length of establishment's primary façade is:</p> <p>0-30': Max. sign area: 20 sf</p> <p>30'-40': Max. sign area: 30 sf</p> <p>If the length of the primary façade is more than 40' and the building is set back:</p> <p>0-20': Max. sign area: 25 sf or twice the length of primary façade*.</p> <p>20'-40': Max. sign area: 30 sf or twice the length of primary façade*.</p> <p>40'-80': Max. sign area: 60 sf or twice the length of primary façade*.</p> <p>80' or more: Max. sign area: 150 sf or twice the length of primary façade*.</p>	<p>One sign permitted for a ground floor use's primary façade.</p> <p>Max. sign area: 20 sf</p>
<p>FREESTANDING SIGNS</p> <p>Not permitted, unless:</p> <p>If permitted, freestanding signs may not exceed 15' in height and 12" in depth.</p> <ul style="list-style-type: none"> ▪ 1 building w/ 1 business ▪ 1 building w/ more than 1 business ▪ More than 1 building w/ more than 1 business 	<p>1. The building(s) is/are at least 200' from the front lot line, or</p> <p>Max. sign area: 10 sf</p> <p>Max. sign area: 30 sf</p> <p>Max. sign area: 35 sf</p>	<p>2. The building(s) is/are at least 75% obscured from the public way by topography.</p> <p>Max. sign area: 10 sf</p> <p>Max. sign area: 20 sf</p> <p>Max. sign area: 25 sf</p>

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WINDOW SIGNS	1 per business, the lesser of: <ul style="list-style-type: none"> ▪ 20% of window area, or ▪ Max. sign area: 10 sf 	Upper Floor Uses: <ul style="list-style-type: none"> ▪ 1 sign, non-illuminated ▪ Max. sign area 3 sf Ground Floor Uses: <ul style="list-style-type: none"> ▪ 1 sign, the lesser of: <ul style="list-style-type: none"> ▪ 20% of window area, or ▪ Max. sign area: 6 sf
AWNING SIGNS	1 per ground floor use Max. letter height: 6”	1 per ground floor use Max. letter height: 6”
PROJECTING SIGNS	1 per business, non-illuminated Max. sign area: 7 sf Max. height above grade: 15’ Min. height above grade: 9’	1 per business, non-illuminated Max. sign area: 7 sf Max. height above grade: 15’ Min. height above grade: 9’
SANDWICH BOARD SIGNS	1 per business** Max. height: 3 ½’ Max. width: 2’	1 per business*** Max. height: 3 ½’ Max. width: 2’
RESIDENTIAL PROJECT SIGNS	Max. sign area: 20 sf Max. height: 6’	Max. sign area: 20 sf Max. height: 6’
GASOLINE FILLING STATION SIGNS		
Permitted signs: <ul style="list-style-type: none"> ▪ Primary Façade ▪ Canopy ▪ Gasoline Price Sign 	See regulations for wall signs. Allowed 2 signs: <ul style="list-style-type: none"> ▪ 1 line of text each ▪ Max. height of letters: 12” ▪ Max. length of text: 6’ ▪ Max. sign area: 9 sf ▪ Max. height of text: 8” ▪ Bottom of sign shall be no higher than 8’ above grade 	See regulations for wall signs. Allowed 2 signs: <ul style="list-style-type: none"> ▪ 1 line of text each ▪ Max. height of letters: 12” ▪ Max. length of text: 6’ ▪ Max. sign area: 9 sf ▪ Max. height of text: 8” ▪ Bottom of sign shall be no higher than 8’ above grade

* You must take the smaller of the two measurements

** Please consult Beverly Zoning Ordinance: 29-26.B.1.i for sign placement requirements.

*** Please consult Beverly Zoning Ordinance: 29-26.B.2.i for sign placement requirements.