SANDWICH BOARD SIGNS

- Frequently asked questions
- Summary of application process
- Applications and instructions

SANDWICH BOARD SIGNS
MOST FREQUENTLY ASKED QUESTIONS*

1. **Can I put a sandwich board sign on the sidewalk in front of my business?**

   Maybe. If your business is not located in a residential zoning district and if it meets the requirements of the City ordinances, the Beverly City Council can grant a permit to allow the use of a sandwich board sign for your business.

2. **Do I need a permit for a sandwich board sign, even if it is going to be placed on private property?**

   A City Council permit is needed in order to place any sandwich board sign on display, whether on private property or on public property (like a City sidewalk or grass strip). Any sandwich board sign that has not been permitted by the City Council is illegal.

3. **What is the permit process?**

   The permit process has two steps.

   Step One: File an application and fee ($2 per square foot per side of sign) with the Beverly Design Review Board which will review your proposed sandwich board sign for design elements like colors, fonts, graphics and text. The Design Review Board may propose suggestions to the applicant and will write a letter to the Beverly City Council offering their recommendations as to whether the proposed sign should be permitted.

   Step two: File an application and fee ($50.00) with the City Clerk's Office to request the required permit from the City Council. The Council will review the application, supporting materials and the recommendation letter from the Design Review Board and determine if all of the regulations listed in Chapter 29-26 of the Beverly Zoning Ordinance and Sections 12-271 through 12-273 of the City Ordinances have been met. If approved by the City Council, the City Clerk will issue you a permit and authorization sticker.

4. **What size sign am I allowed?**

   A sandwich board sign may not exceed two (2) feet in width and three and one half (3 ½) feet in height. The sandwich board may be two sided and must meet certain other criteria.

   The detailed regulations for sandwich board signs can be found in the Beverly Zoning Ordinance (Chapter 29, Section 26) which can be found on the City of Beverly website at www.beverlyma.gov. From the main page, click on the "Boards and Commissions" link and

then choose "Design Review Board." Alternatively, call the Planning Department at (978) 921-6000, ext. 2344.

5. **Where should my sign be placed?**

   Your sandwich board sign must be located in front of, and within twelve (12) feet of the main entrance to the establishment it advertises. The placement of the sandwich board sign must be such that there is a minimum of thirty-six (36) inches of unobstructed sidewalk clearance between it and any other building or obstruction. Ultimately, the sign must be placed in the location authorized by the City Council when it issues the permit.

6. **When can I display my sandwich board sign?**

   The sign may only be displayed during the establishment's hours of operation and must be brought in during any declared snow emergency.

7. **How do I apply for the required permits?**

   Design Review Board application forms, instructions and meeting information can be found at www.beverlyma.gov. From the main page, click on the "Boards and Commissions" link and then choose "Design Review Board." Alternatively, call the Planning Department at (978) 921-6000, ext. 2344 or email knewhall@beverlyma.gov.

   Application forms and filing instructions for the City Council permit can be found at www.beverlyma.gov. From the main page click on "City Government" then "City Clerk". Alternatively, forms may be obtained from the City Clerk's office at 191 Cabot Street or by calling (978) 921-6000, ext. 2325.

8. **Are there any guidelines, other than the Zoning Ordinance, that the Design Review Board refers to for signs?**

   The City of Beverly has Downtown Design Guidelines. Guidelines for signage are one of the many focuses of this document. An electronic version of the Design Guidelines can be found on the Design Review Board webpage.

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*These guidelines are for informational purposes only. Please refer to the Beverly Zoning Ordinance, Section 29-26 "Signs" and Section 12-271 through 12-273 (inclusive) of the City Ordinances for the complete regulations. The Zoning Ordinance is posted online on the Beverly Planning Department website. The City Ordinances are posted online on the City Clerk Office's website.

SUMMARY OF APPLICATION PROCESS FOR SANDWICH BOARD SIGNS

STEP ONE

a. Complete application form for Design Review Board (DRB) approval and prepare required attachments. Application forms are available in the Planning Department.

b. Obtain sign-off from the Building Inspector on bottom of DRB application form. Building Inspector's office is at the Memorial Building, 502 Cabot Street.

c. File application form with DRB and obtain DRB approval.

STEP TWO

a. Complete City Council application form and file complete packet with City Clerk. Application forms are available in the City Clerk's office.

b. Obtain City Council approval.

STEP THREE

a. Obtain sign permit from the Building Inspector.

STEP #1 FOR SANDWICH BOARD SIGNS

REVIEW BY BUILDING INSPECTOR
AND
APPROVAL BY DESIGN REVIEW BOARD

DESIGN REVIEW BOARD

Revised January 2015

CITY OF BEVERLY

INSTRUCTIONS

- Complete this application form, and then obtain a **signature from the Zoning Enforcement Officer** at 502 Cabot St.
- File **SEVEN (7) COPIES** of the completed application: application form and plans, sketches and photographs with the Planning Department.
- Please Note: An **APPLICATION FEE of $2.00 per square foot** must be submitted at the time of filing.
- Attend the Design Review Board meeting to discuss your sign proposal.

COMPLETELY FILL OUT APPLICATION

Applicant's Name _____

Street _____City _____State _____ Zip_____

Telephone: Home _____ Business _____

Is applicant owner of the sign? Yes ____ No____ Name _____

Property Owner _____

Street _____ City _____State _____ Zip_____

Sign Maker _____

Address _____

1. Address where sign will be located _____
2. Zoning District _____ 3. Length of primary facade _____
4. Distance of building from Public Way _____
5. Name of road(s) sign(s) is intended to face _____
6. Number of establishments in building or complex _____
7. Type of sign(s):
   A._____Wall Sign (primary façade)
   B._____Wall Sign (secondary façade)
   C._____Freestanding Sign
   D. ____ Projecting Sign
   E._____ Awning Sign
   F._____Window Sign
   G._____ Other (explain)
8. Size of Sign(s):
   A,B,C,D,E,F _____ _____ _____
   (Circle Letter) Height Length Depth
   A,B,C,D,E,F _____ _____ _____
   (Circle Letter) Height Length Depth

Window Signs Only
Size of Window
Height: _____
Length: _____

9. Height of Letters: A, B, C, D, E, F _____
   (Circle Letter)
   A, B, C, D, E, F _____
   (Circle Letter)

10. Height of Sign(s): A, B, C, D, E, F: Highest Point: _____ Lowest Point: _____
(Circle Letter)
A, B, C, D, E, F: Highest Point: _____ Lowest Point: _____
(Circle Letter)

11. Sign(s) to be constructed of:_____

12. Text of Sign(s): _____

_____

13. Type of Illumination, Circle One: External Internal No Illumination

14. Color Scheme: Letters _____ Background _____

ATTACH THE FOLLOWING:

a. sketch of sign in color (indicate lettering type, colors, materials, and dimensions),
b. site plan (for freestanding sign only)
c. photograph (indicating existing building)

I certify that to the best of my knowledge and belief that the information in this application is true and complete.

_____ _____
Signature of sign owner or representative Date

_____ _____
Print name of sign owner or representative Date

_____ _____
Property owner's signature (if different) Date

To be reviewed and checked by Zoning Officer before submission to Design Review Board

I have reviewed this application and the attached plan and have determined that the proposed signage

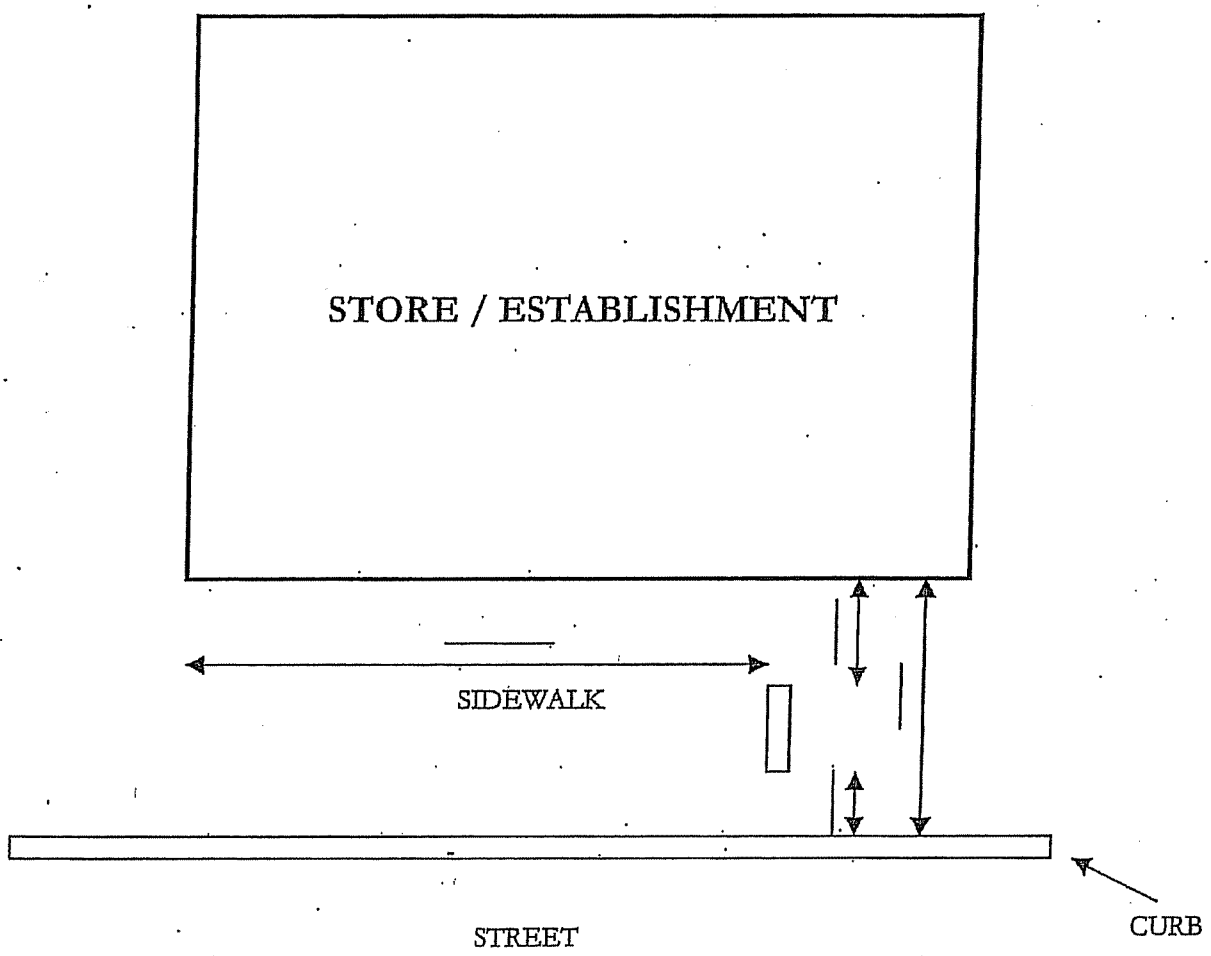
- ☐ complies with Zoning Ordinance.
- ☐ requires a special permit(s).
- ☐ has received the required special permit(s).

_____
Zoning Enforcement Officer

Space below for official use only

Received by: _____ Date: _____

Amount paid: _____



Applicants must sketch in proposed location of sandwich board sign as well as any poles, hydrants, trees, or other features within the public right of way adjacent to the establishment. Applicant must also provide exact measurements, in inches, for distances between proposed sandwich board sign and building(s), poles, hydrants, trees and all other features within the public or private right of way/sidewalk adjacent to the establishment.

STEP #2 FOR SANDWICH BOARD SIGNS

APPROVAL BY CITY COUNCIL

CITY OF BEVERLY

APPLICATION FOR PERMIT TO MAINTAIN SANDWICH BOARD SIGN

FILE TWELVE (12) COPIES OF THE COMPLETED APPLICATION FORM AND ALL REQUIRED ATTACHMENTS WITH CITY CLERK

AFTER OBTAINING AUTHORIZATION FROM THE CITY COUNCIL, THE APPLICANT MUST OBTAIN A SIGN PERMIT FROM THE BUILDING INSPECTOR BEFORE ERECTING ANY SIGN

APPLICATION FEE: $50.00

COMPLETELY FILL OUT APPLICATION

Name of Sign/Business Owner: _____

Street: _____ City: _____ State: _____ Zip: _____

Telephone #: _____ (h) _____ (o) _____ (cell)

Does applicant own the property where sign will be located? Yes ____ No____

If not, Name of Property Owner: _____

Street: _____ City: _____ State: _____ Zip: _____

Telephone #: _____ (h) _____ (o) _____ (cell)

Name of Sign Manufacturer: _____

Street: _____ City: _____ State: _____ Zip: _____

Permit Issued _____ Expiration Date: _____

Permit # _____

1. Address Where Sign Will Be Located: _____
2. Name of Road Sign Will Face: _____
3. Name of Business/Establishment to be Advertised: _____
4. Text of Sign (each face): _____

_____

ATTACH THE FOLLOWING:

a. Color sketch of sign (indicate lettering type, colors, materials, and dimensions)
b. Photographs showing storefront, building(s), other existing signs, abutting properties and the streetscape surrounding proposed sign location
c. Sketch of proposed sign location (drawn to scale)
d. Proof of liability insurance in the amount of Two Hundred Dollars ($200.00)
e. Copy of application form filed with the Design Review Board
f. Copy of approval letter from the Design Review Board
g. Copies of all variances obtained from the Zoning Board of Appeals, if any

I certify that to the best of my knowledge and belief that the information in this application is true and complete.

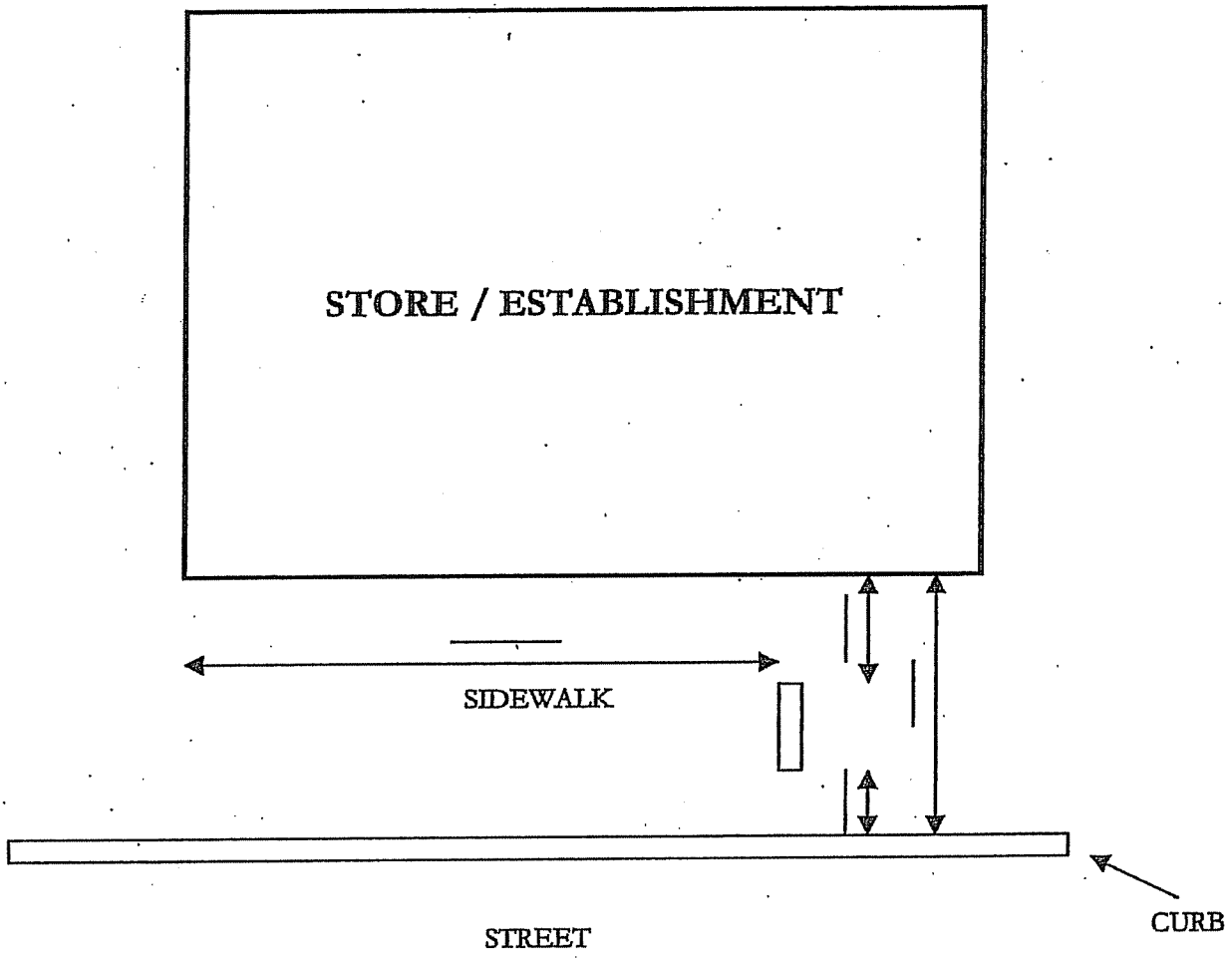
_____ _____
Signature of Sign/Business Owner or Representative Date

_____ _____
Signature of Property Owner (if different) Date

Space below line for official use only.

Received by: _____ Date: _____

Amount paid: _____



Applicants must sketch in proposed location of sandwich board sign as well as any poles, hydrants, trees, or other features within the public right of way adjacent to the establishment. Applicant must also provide exact measurements, in inches, for distances between proposed sandwich board sign and building(s), poles, hydrants, trees and all other features within the public or private right of way/sidewalk adjacent to the establishment.