

NORWOOD PLANNING BOARD

***SITE PLAN REVIEW/ SPECIAL PERMIT
APPLICATION***

(check one or more)

Major Site Plan Review ___ Minor Site Plan Review ___ Special Permit ___

Name of Applicant: _____

Address: _____

Telephone: _____ Email: _____

Name of Property Owner: _____

Address: _____

Telephone: _____ Email: _____

Location of Property: _____

Zoning District: _____

Description of Proposed Project:

Are there any Special Permits requested under the SPR's consolidated format? If so, please list:

<u>Section</u>	<u>Permit Requested</u>
1.) _____	_____
2.) _____	_____

Applicant's Signature _____

Date: _____

Additional Requirements for Central Business District Signs

When applying for **minor site plan review** for a sign in the Central Business District, the Planning Board requires 10 copies of the following;

1. Photo of store/building where sign is to be located
2. Color rendering of the new sign
3. Details on the type and size of new sign including information on how the sign will be attached to the building

The application fee for “Minor Site Plan Review” of a by-right sign is \$25.00. Additional fees apply for signs regulated by Special Permit.

If you have any questions or comments please contact

Claire Murphy, Administrative Assistant
Norwood Planning Board
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Norwood, MA 02062
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SIGN GUIDELINES

The following is an excerpt from the document entitled: “Design Guidelines – Norwood, MA, October 1998”;

Signs are one of the most prominent elements on a store. They are an investment in the building and a marketing tool. They help customers find the shop and offer an inexpensive way to let the merchant project an image about the type of business and service found inside.

Norwood’s Zoning Bylaws devote five pages to sign requirements, understanding that well-designed signs “enhance the visual environment and the safety, convenience and welfare of its residents, facilitate efficient communication (and) support business vitality”. Compelling and legible signs are not necessarily the largest or brightest. In a cluttered downtown, restraint is an effective way to capture attention.

A sign must be carefully designed at the start, since it will last for many years. Good sign design considers all of the following factors; dimensions, layout, composition, materials, color, letter size, graphics, logos, borders, typeface, and installation. Get professional help in designing the sign; check out your options, and make sure the designer visits the building and takes measurements. Sign design is not a place to make rash decisions or to cut corners.

Sign Location:

1. Locate board signs on the building’s sign-band (usually a panel above the storefront, designed into the architecture to carry a sign)
2. Align multiple signs across the building
3. Locate signs so they do not hide architectural detailing such as cornices, molding, and decorative trim.
4. Provide for building address. Street numbers should be prominently displayed, compatible with sign and storefront design.
5. Freestanding signs are permitted for buildings set back from the street. A maximum of one large freestanding sign is permitted per site; fit all signage information on that one structure.
6. For window signs, painting on glass, or use of neon tubing are preferred over solid boards, as this does not block views. Maximum size if 30% of glass area.
7. Individual letters may be mounted directly on the building so that important details or materials are not hidden.

Sign wording:

8. Keep sign messages simple: emphasize business name and principal product or service.
9. Use logos where possible. “One picture is worth a thousand words”.
10. Choose typefaces to complement the store’s image; a message of “modern” or “casual” can easily be conveyed by lettering style.
11. Use legible typeface and simple compositions. Leave some blank space around letters; lettering packed tightly on the sign is hard to read. Lowercase lettering is usually easier to read than uppercase, and script can be especially hard to read.
12. Follow this rule for letter heights: allow 50 ft. of reading distance for each inch of letter height.
13. In general, letter heights on stores should not exceed 16 inches.

Sign design, material, colors, installation:

14. Coordinate signs sharing a building by using similar and complementary colors, materials, and graphics.
15. Signs in the central business district should designate the business rather than brand-names of products sold.
16. Three dimensional signs (carved wood and raised letter signs) express craftsmanship and are encouraged but not required.
17. Use stationary signs, without moving or flashing messages, except as permitted by Zoning.
18. Internally-illuminated signs are not encouraged; a Special Permit is required.
19. Use color to enhance the store’s activity and image. Use 2-3 basic colors.
20. Contrast letter color with the sign surface so the message is clear. Light lettering on a dark background is generally easier to read than dark on light. Dark shadow-lines or outlines may be used to make lettering more prominent.
21. Use colors and paints that do not “bleed” or fade quickly.

22. Although Zoning Bylaws allow non-conforming older signs to be maintained, in the central business district, these Guidelines recommend their replacement.
23. Install signs properly. Hardware should either be shielded from view or selected as a special design feature.

The following is an excerpt from “Section 6.2.6 of the Norwood Zoning Bylaws”;

24. No sign shall be painted or posted directly on the exterior surface of any wall but must be painted, posted or otherwise securely affixed to a substantial intermediary removable surface which shall be securely affixed to the building. The foregoing, however, shall not prevent installation of a sign consisting of individual letters or devices securely affixed to the exterior wall of the building. The material and construction of any sign and intermediary surface and the manner of attachment of the sign to the intermediary surface and the intermediary surface to the wall of the building shall be in accordance with applicable provisions of the State Building Code.