

# What you should know about signage in Stow

*A brief overview of key Sections 6.3 of the Zoning Bylaws\**

## **General regulations for ALL signs**

- ❖ **All permanent signs** require a permit from the sign officer (Building Commissioner), which must be displayed on the sign.
- ❖ The following sign types are not permitted in the Town of Stow:
  - Oscillating signs
  - Internally illuminated signs
  - Flashing signs or signs that operate with moving parts
- ❖ Signs shall not be illuminated between 9:00 P.M. and 5:00 A.M. (except during business hours.)
- ❖ Lighting for a sign may shine only on the sign itself and the ground on the same lot. Lighting signs from below is not allowed.
- ❖ Each sign must include the name, address and telephone number of the person responsible and date of posting.

## **Regulations for Temporary Signs**

- ❖ Temporary signs must be no more than 3 square feet in area
- ❖ Temporary signs shall be removed within 21 days of posting.

## **Sign regulations in the Business, Commercial and Industrial District**

- ❖ Window signs may be no larger than 30% of the window or three square feet. Each business is allowed one primary freestanding sign, not to exceed 20 square feet. (For multiple businesses in the same building see Zoning Bylaws.)
- ❖ In addition, each business is allowed one sign attached to the facade of the building (not to exceed the lesser of one square foot for each one linear foot of the business, or 80 square feet.)

## **Regulations for Signs in the Residential District**

- ❖ Only 1 sign is permitted for rent, lease or sale of land or property, and the sign shall not exceed 3 square feet in area. (Signs must be removed within 7 days of sale.)  
Agricultural Uses: 1 on-site sign pertaining to agricultural, not exceeding 16 square feet in area, is permitted. (See 6.3.4.1 of the Zoning Bylaws for more details on off-site seasonal agricultural signs.)
- ❖ If the land is agricultural land you may have one on site sign pertaining to that agricultural use. This sign should not exceed sixteen square feet in area.

\*This is not a comprehensive overview of all sections of the Sign bylaw. If you are considering replacing or installing a new sign please visit the Planning Board website for a full copy of the Zoning Bylaws at:  
[http://www.stowma.gov/pages/StowMA\\_Planning/index](http://www.stowma.gov/pages/StowMA_Planning/index)