

Business Sign Code Relief
Wastewater Collection System Project
Spring 2011

The Chatham Board of Selectmen adopted a Policy that allows businesses affected by the wastewater collection system construction to increase their visibility through the use of “Off-premise” signs.

The following questions/answers provide guidance on how businesses may utilize the Policy.

What businesses are affected by the Policy?

Businesses located along, or immediately adjacent to, Route 28 between Route 137 (Meetinghouse Road) and the Rotary are eligible.

What does the Policy allow?

The Policy allows businesses to place “Off-premises” or remotely located signs which are not on the premises of the business for the purpose of informing the public that the business is open during construction and/or directing the public to the business.

How long will the Policy be in effect?

The Policy will be in affect for the Spring 2011 construction season. (The Policy will be re-visited for future construction periods).

When will the signs have to be removed?

The business will be expected to remove their signs following the completion of the construction season.

What does a business have to do to avail itself of the Policy?

Submit a letter to the Community Development Department asking permission to place remotely located directional signs. The letter should include the name and location of the business in question, a sketch drawing, with proposed dimensions and proposed information to be displayed, of the sign(s) desired.

The letter should include a list or map of the remote sign locations desired. A location map would be more helpful; Community Development staff can assist by providing maps of appropriate scale that the business can mark up.

Will there be a fee?

No.

Where can signs be placed?

Signs can be placed within the layout of public ways. Any sign to be placed on private property would require a letter granting permission from the private property owner to be included when the application letter is submitted.

How many signs can a business have?

While no limit has been established, the expectation is businesses will be reasonable in the number and locations of signs requested. The goal is to increase business visibility during construction while maintaining the character of Chatham.

How large can the signs be?

As currently required under the rules for Off-premise signs, the total area of each sign is limited to a maximum of three (3) square feet.

What content can be on the signs?

While no specific restrictions have been specified, the expectation is that content will be reasonable, limited to the name of the business, a short descriptive, informational statement (e.g. "Open for Business During Construction", "Our Hours have Changed During Construction" or the like) and a directional arrow, if appropriate. Again, the goal is to increase business visibility during construction while maintaining the character of Chatham.

Will the town pay for the signs?

No. The business will be responsible for the cost and placement of their signs.

What is the Town doing to increase business visibility during construction?

The Town is installing directional signs with local business names and access information at various locations immediately adjacent to construction areas involving detours. The Town has created a link on the sewer construction webpage to business websites, funded newspaper advertisements and brochures available to local businesses.