

6.3.9 Permit requirements and sign review process

Except as provided for in this ordinance and with the exception of copy changes on changeable message boards, clocks, or thermometers, no sign shall be erected, or existing sign altered in any way, without review and approval by City of Peabody Building Inspector, City of Peabody Sign Review Board or City of Peabody Zoning Board of Appeals and without issuance of a building permit as required by the Building Inspector. All such signs shall be subject to the following sign review process.

1. The submitted application must be complete in every way or shall not be accepted

The following information must be indicated on the drawings supplied at the time of application for review of signs:

- (a) Drawings to scale indicating the dimensions of the sign, mounting fixtures, lettering, graphics, and separate areas or ornamentation on the sign or fixtures;
- (b) Representative colors on the sign and all fixtures;
- (c) If applicable, a table indicating the difference between the proposed sign and any former sign and the current regulations;
- (d) A list of the contractors and/or suppliers for the sign.
- (e) A site plan for freestanding signs
- (f) If illuminated or electrical, include all listing and manufacturer information
- (h) A newspaper legal ad fee (enclose check for \$55.00 payable to the Peabody Sign Review Board). Separate payment shall be made to cover legal advertising costs. An up to date legal ad rate sheet is available in the City Clerk's Office.

2. Application process for all signs:

All sign applications shall be reviewed by the Sign Review Board. The Sign Review Board shall use this Sign Review Ordinance to ensure that all requirements have been met, including the following standards:

- 1. That the sign is consistent with the general policy and adhere to the design guidelines as defined in Section 6.3.3 of this ordinance; and

2. That the sign meets all of the specific standards as defined in Section 6.3.6 for the zoning district in which it is located.

Applicants to the Sign Review Board shall submit to the City Clerk eight (8) copies of the application form and the materials listed above ("a" through "h"), and such other material as may be required by the Sign Review Board. The submittal of the application shall be in form and format as specified by the Sign Review Board. The board may revise such application requirements, as necessary, from time to time.

Within fourteen (14) days of the receipt of the application including all required materials, the Sign Review Board shall schedule a public hearing by legal notice at least ten (10) days before the hearing date. Should the Board fail to take action within twenty-eight (28) days after said public hearing the requested sign shall be deemed approved by the Sign Review Board.

Upon approval of the Sign Review Board an applicant for a sign permit must apply for a Building Permit as specified in Section 7.2 of this ordinance.

Hanging Signs:

Proposals for Hanging Signs in the BC district must be reviewed by the Building Inspector prior to the Sign Review Board hearing to ensure that appropriate mounting hardware will be used for the erection of the sign.

Permits for Hanging Signs shall not be effective until a surety company bond in the amount of ten thousand dollars (\$10,000.00) has been filed with the city clerk for the purpose of indemnifying the city against liability to others or damages to the property of the city, by reason of the maintenance of the structure which was the subject of the permit issued; or, in lieu of a ten thousand-dollar bond for the purpose stated herein, a certificate of public liability for personal injury and property insurance in an amount not less than ten thousand dollars (\$10,000.00) with the city as an additional insured.

Zoning Board of Appeals

The applicant must appear before the Zoning Board of Appeals if requesting a sign not explicitly allowed by this ordinance. The applicant must submit eight (8) copies of the application, including the abovementioned material, and other material as may be required by the board. The submittal of the application shall be in form and format as specified by the Zoning Board of Appeals. The board may revise such application requirements, as necessary, from time to time. Upon approval of the sign by the Zoning Board of Appeals, the applicant must then apply to the Sign Review Board and upon approval of the Sign Review Board, the applicant shall then apply for a building permit as specified in section 7.2 of this ordinance

6.3.10 Sign Review Board

In keeping with the declaration of policy herein, and in recognition of the difficulty in regulating the use of all types of signs within the city, there is hereby created a Sign Review Board whose duties under this ordinance are as follows:

(a) The sign review board shall review all sign applications to ensure that the proposed signs are in compliance with this ordinance.

(b) Penalties and fines, in general, for failing to comply with all pertinent sections relative to "signs."

(c) The sign review board shall be composed of five (5) members, residents of the City of Peabody, appointed by the mayor, and confirmed by a majority of the city council. At least two (2) members of said board shall be representatives of the business community of the city. In addition, a resident of the City of Peabody shall be appointed by the mayor and confirmed by the city council for a two year term to serve as an associate member of the sign review board. The associate shall sit in place of any member incapacitated by personal interest, illness, or absence. Within seven (7) days after the appointment and confirmation of the initial board as aforesaid, the board shall meet and elect one of its members as chairman, vice-chairman, and a secretary; and within thirty (30) days after, shall promulgate rules and regulations for the conduct of its business. Such rules and regulations shall be made available in printed form through the office of the city clerk of the City of Peabody. Said rules and regulations shall contain the following:

1. The Board shall not delay taking action on any application for the recommendation of approval or disapproval of a particular sign, or the recommendation for disapproval of an existing and nonconforming sign, provided that any such request for approval or disapproval is made in writing to the board, together with all information necessary for the board to make a sound judgment as to the request made and in accordance with the rules and regulations of the board.

2. Any action taken by the board shall require a majority thereof. The term of each appointment shall be five (5) years from the date thereof, except of the original members, one shall serve for a period of one year, a second member shall serve for a period of two years; a third member shall serve for a period of three years; a fourth member shall serve for a period of four years; a fifth member shall serve for a period of five years. All subsequent appointments shall be for a full five-year term. Should any vacancy occur in membership, the member appointed to fill said vacancy shall serve for the remaining portion of the term of the member creating said vacancy.