



GETTING A SIGN

Every exterior sign identifying a business must first be approved by the Design Review Board (DRB) and then must have a permit issued by the Municipal Inspections Department.

THINGS TO KNOW

- Types of signs allowed in Beverly which are typically used by a small business include wall signs, window signs, awning signs, temporary signs, projecting signs and sandwich board signs
- Complete specifics for what's allowed for each type of sign (size, locations, messaging, etc) can be found in the [Beverly Zoning Ordinance](#) (Section 29-26: Signs)
- It is the general policy of the City that the purpose of a sign is to identify a business, not to advertise specific products
- Signs must be located so as not to detract from or obscure a building's architecture
- Visit the downtown and identify the signs which catch your eye as you're driving and walking; stop in and ask the business owner who designed their sign(s); there are several talented local designers whose work really stands out

HOW?

Step 1: Download a [sign permit application](#) or pick one up at City Hall (3rd floor)

Step 2: Design your sign(s) but do not have them made yet; your design must include colors, materials, text, installation plan, sketches showing the sign(s) on the building drawn to scale

Step 3: Submit 7 copies of your application and required attachments plus a filing fee of \$2 per SF to the Planning Dept at least 8 days prior to the next DRB meeting

Step 4: Attend the DRB meeting (applicant and/or sign maker may attend); you will be notified of the DRB's decision by mail

Step 5: Once approval is granted, bring the letter to the Building Commissioner's office, which will issue you a permit

Step 6: Order your sign; it must be built and installed exactly as approved by the DRB and Building Commissioner

KEY CONTACTS and RESOURCES

EMILY HUTCHINGS, Planning Dept Liaison to DRB
978.605-2343 or ehutchings@beverlyma.gov
Located at City Hall at 191 Cabot Street
Mon-Wed: 8:30-4:30, Thurs: 8:30-7:30, Fri 8:30-1

DESIGN REVIEW BOARD

<http://www.beverlyma.gov/boards-commissions/design-review-board/>

Meets the 1st Thursday of the month at 6:30pm;
applications due 8 days before at noon

STEVE FREDERICKSON, Building Commissioner
978.921.6025 or sfrederickson@beverlyma.gov
Located at GAR Hall at 8 Dane Street
Mon-Wed: 7-3, Thurs: 7-6 and Fri: 7-11:30