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SARAH J. WILKINSON
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BOARD OF SELECTMEN

Town of Rockport

MASSACHUSETTS 01966-1537

TOWN OFFICE BUILDING
34 BROADWAY

PHONE (978) 546-6786
FAX (978) 546-2881

LINDA SANDERS
TOWN ADMINISTRATOR

Dear *Rockport Boat Charter Businesses*,

In previous years several unauthorized signs advertising boat charter businesses operating on or near T-Wharf have been of a poor quality and, in some situations, blocked the scenic view. To improve quality and uniformity, the Board of Selectmen voted to standardize signage on T-Wharf. Currently, the sign for the Thacher Island Boat is the only one with a sign permit allowing it to be on T-Wharf. In view of the fact that the Thacher Island sign has the formal approval of the Board of Selectmen, we are using it as a basis for standardization and as an example.

As a boat charter business that has, or may wish to, advertise on T-Wharf, I am sending you a T-Wharf Seasonal Sign Permit Application to complete. The new sign standards and a copy of the approved sign are also enclosed. These standards stipulate that signs must comply in size and general appearance.

If you would like to advertize your boat charter business on T-Wharf, kindly have your sign inspected by the Sign Viewer (Building Inspector) and then return your completed T-Wharf Seasonal Sign Permit Application to the Board of Selectmen's office for approval. Once your sign is approved and your sign permit granted your sign will be placed for display on T-Wharf by the Department of Public Works to ensure uniformity of placement.

Thank you for your cooperation and for operating your boat excursions in Rockport. Best wishes for a very successful season.

Sincerely,



Linda Sanders
Town Administrator

3 enclosures
LS/nk

TOWN OF



ROCKPORT

TOWN OFFICE BUILDING, 34 BROADWAY, ROCKPORT, MA 01966-1537

T-WHARF SEASONAL SIGN PERMIT APPLICATION – FEE \$25.00

All seasonal signs at the end of T-Wharf must comply with the standard described in the "T-Wharf Seasonal Sign Standard" attached. Horizontal signs must be 24 inches wide by 15 inches long. The signs must be made from Comatex, Sintra or other similar material. Lettering must be no larger than 1¼ inches. Colors must be shades of blue, black or dark green on a white background and may include a logo.

NAME OF APPLICANT _____ TELEPHONE _____

NAME OF BUSINESS _____

ADDRESS _____

SIGN WORDING _____

DATE PERMISSION WAS RECEIVED TO OPERATE A BOAT CHARTER BUSINESS OUT OF, OR IN, ROCKPORT HARBOR _____

*The sign will be displayed between the dates of May 15th and September 15th.
The sign owner is responsible for its removal from T-Wharf on or before September 15th.*

DO NOT WRITE BELOW THIS LINE

Date Fee Paid _____

Sign Viewer Approved _____ Denied _____ Date _____

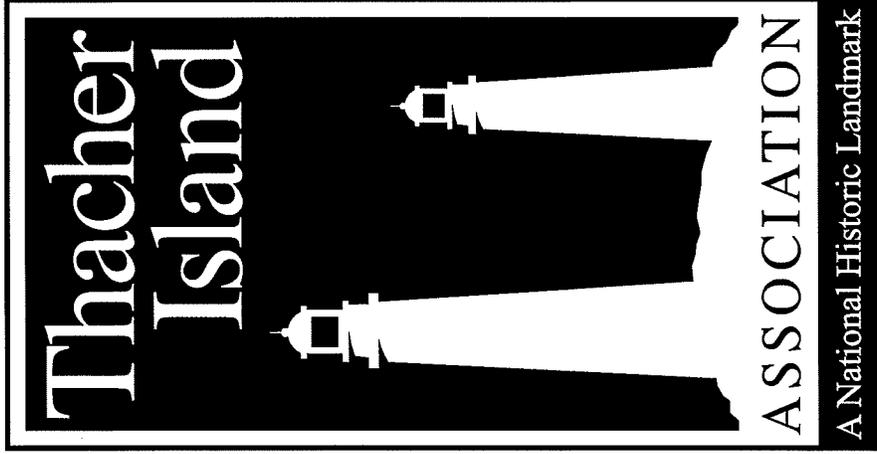
Administrative Assistant Approved _____ Denied _____ Date _____

cc: File Copy
 Police Department
 Sign Viewer

Town Of Rockport

T-Wharf Seasonal Sign Standard

1. The size of the horizontal sign must be no greater than twenty-four (24) inches wide by fifteen (15) inches high.
2. Comatex, Sintra or other similar type of compressed PVC material must be used.
3. The lettering must be no larger than one and one quarter ($1\frac{1}{4}$) inches high.
4. The colors of the lettering must be shades of blue, black or dark green.
5. The color of the background must be white.
6. A boat business logo may be displayed.
7. The sign must be constructed with eyelets from which three-eighths ($\frac{3}{8}$) inch stainless spring links will be used to attach it to the chains at the end of T-Wharf.
8. The sign must first be approved by the Sign Viewer (Building Inspector) then, the completed application must be returned to the Board of Selectman's office for approval.
9. All permitted signs will be hung for display by the Department of Public Works (DPW).
10. All signs must be removed from T-Wharf by September 15th by the Boat Charter Business owner.



BOAT TRIPS TO THACHER ISLAND

JUNE, JULY & AUGUST

Wednesdays at 9AM - return 1PM

Saturdays at 8, 9 & 10AM

Call for reservations 617-599-2590

(WEATHER PERMITTING)

www.thacherisland.org