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1. Motor vehicle fuel stations and garages may, if they elect to do so, divide the one exterior sign affixed to the front wall of the building, to which they are entitled as herein above provided, into separate signs affixed to and parallel to such walls, and indicating the separate operations or departments of the business, provided, however, that the total size of the separate signs shall not exceed the maximum size permitted under this section for a single exterior sign on such wall. In addition, one standing sign, indicating the company whose gasoline is being sold, may be erected of such type, in such location, and in such manner, as the Board may permit. The standard type of gasoline pump, bearing thereon, in usual size and form, the name or type of gasoline and the price thereof, shall not be deemed to be in violation of this Section. The Board of Appeals shall have the right, after a public hearing, to issue a special permit to a gasoline filling station to have one (1) two-sided sign attached to a free-standing sign pole for the limited purpose of displaying daily prices of gasoline. The price sign shall be no larger than twenty (20) square feet and have no more than two (2) colors.

Independent reference excerpt. Consult the official town PDF for authoritative formatting and subsequent amendments.

Source: <https://town.canton.ma.us/DocumentCenter/View/13229/Town-of-Canton-Zoning-Bylaws-2026#page=61>