



# TOWN OF READING

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COMMUNITY PLANNING AND  
 DEVELOPMENT COMMISSION

## APPLICATION: SIGNAGE CERTIFICATE OF APPROPRIATENESS

**Required in: Business B District**  
**Submitted to: Town Planner/Planning Division**  
**Reviewed by: Community Planning and Development Commission (CPDC)**

### Checklist

- **7 copies: COMPLETE application for sign permit (without fee)**  
 (Please note: Your application will not be scheduled for review by the CPDC until a complete application is submitted. You will need to submit a separate, revised sign permit application with fee to the Building Inspector upon issuance of a Certificate of Appropriateness by the CPDC; they are separate applications.)
- **7 copies: building elevations, including width and height of storefront, with proposed location of sign**
- **7 copies: colored, sign rendering with sign area and all lettering/graphics dimensions in feet and inches**
- **7 copies: color photographs of building facade and adjacent buildings**
- **7 copies: lighting and mounting plan (as applicable), including spec details**
- **Color/paint chips, fabric swatches and any material samples**
- **Short narrative about how the sign enhances or is consistent with the building's façade.**

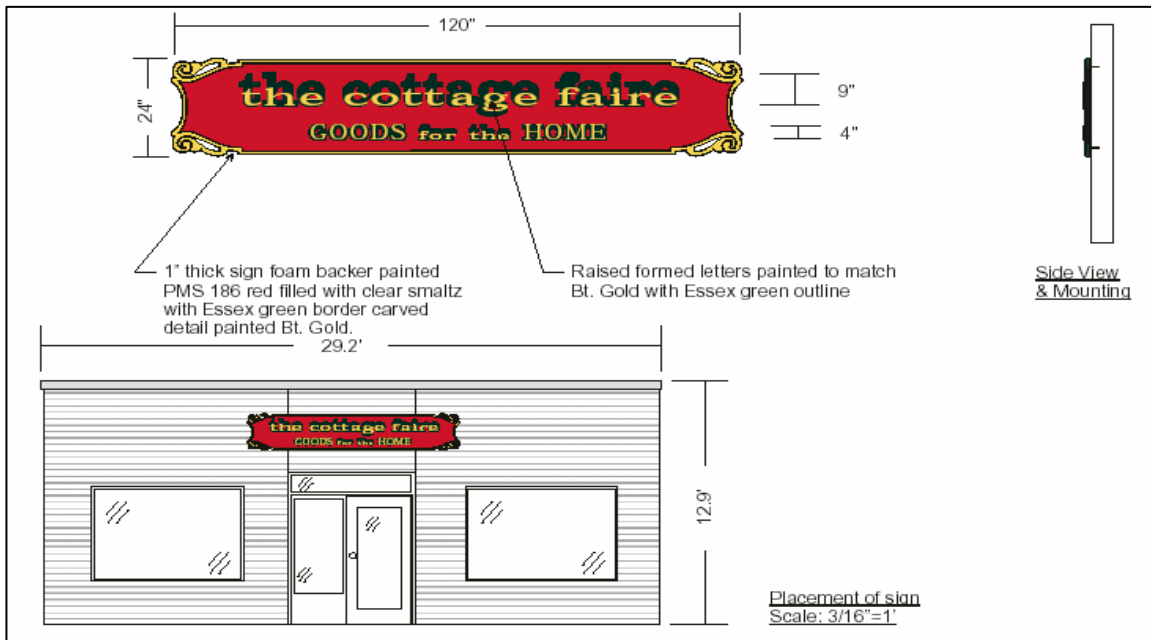
The above material must be collated into 7 packages. Upon receipt of a complete application the Town Planner will notify you when your application will be before the CPDC.

**Signage regulations are Section 6.2 of our Zoning Bylaws found here:**  
[http://www.ci.reading.ma.us/pages/ReadingMA\\_Clerk/Bylaws/Signs.pdf](http://www.ci.reading.ma.us/pages/ReadingMA_Clerk/Bylaws/Signs.pdf)

Table 6.2.3. Signs Permitted According to Zoning District						
Type	Permit Required	Max.	Max.	Setbacks:		
		Area (sq. ft.)	Height (ft.)	Front (ft.)	Side (ft.)	Maximum Number
<b>Business-B Zoning Districts:</b>						
12. Wall	Y	2(F)	(A)	0	0	1/business
13. Projecting	Y	8	(A)	-4	0	1/business

#### NOTES:

- (A) No portion of such sign shall extend higher than the bottom of the sills of the windows of the second floor of a building or higher than the lowest portion of the eaves or, in the case of a gabled wall, no higher than a line equal in height to the lowest portion of the lower eave of any adjoining building wall, whichever of the above is lowest.
- (F) No wall sign for any non-residential establishment shall exceed a sign area equal to 2 square feet per linear footage of length of the front wall of the building occupied by the establishment to which the sign relates.



At a minimum your application should contain the information above  
(Note: "Side View" must show dimension of the sign's projection from wall)

### Sign Type Guidelines



#### Type A: Wall Signs:

- Signs should be at least 2 feet in height and made of wood with a dark or contrasting finish.
- Letters and logos must be painted, carved, etched or applied to wood, in white or gold.
- Maximum relief must be 1" for applied letters and carvings.
- Edges must be neatly finished with raised borders.
- All bolts, fasteners and clips must be of non-corrosive hardware and have concealed mounting.

#### Type B: Projecting Signs



Projecting signs or "blade signs" hang perpendicular to the storefront:

- Maximum projection of this type of sign is 4'-0".
- Letters and logos must be painted, silk-screened, carved or applied to metal, wood or MDO board.
- Edges must be neatly finished.
- All brackets, hooks, or hardware shall be non-corrosive.

#### Type D: Applied letters-glass storefront/display windows

- Letters, symbols, and logos may be painted, vinyl die-cut or gilded on the back of the window glass.
- These should not obscure the view through glass.
- Size and placement are described in Section 6.2.3.2.d. of the Sign By-Laws.

#### Type E: Letters on Awnings

- Awnings shall be of an appropriate shape to complement the style and age of the architecture, and they shall relate geometrically to the space where placed. Historical buildings shall have awning shapes used in their period.
- Awnings must be made of durable fabric material. The business owner must submit for approval to the Sign Review Board fabric and color samples and a drawing showing the placement of the awning and showing the type, size, and colors of any letters.
- The awning fabric must be wrapped around non-rusting frames.
- If your awning is a retractable opaque cloth type, then it may contain letters up to four inches in height stating the name of your business; this would count as an extra allowed sign.
- If your awning is not a retractable opaque cloth type but has any lettering or graphics, then it would count toward your allowed sign area and would need to meet the standards described in Section 6.2.3.2.b. of the Sign By-Laws.