

Article xx 2013 Town Meeting

ARTICLE xx To see if the Town will vote to amend Section 6.2 (Signs) of the Town of Reading Zoning By-Laws as follows: (note – ~~cross through~~ represents language to be eliminated and **bold** represents new language)

6.2.2 Definitions

{Remove all paragraph reference letters from the definition terms, a. through t., to avoid further problems with additions or modifications. Reference letters are not used anywhere within the Bylaw text}

*{Add a definition of '**Animated Sign**' at the top of the list:}*

Animated Sign: A sign or portion thereof with characters, letters or illustrations that change or are rearranged without altering the face or surface of the sign or signboard, on a continuous or periodic basis, more than eight times per day.

*{Add a definition of '**Electronic Sign**' following '**Commercial Message**':}*

Electronic Sign: A sign that changes its message or copy at intervals by digital, electronic or mechanical processes, by remote control or other programming device. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "Time and Temperature" portion of a sign and not an Electronic Sign or Reader Board.

*{Replace the definition for **Off-Premises Sign**:}*

~~**Off-Premises Sign**: Any sign which directs attention to a business, commodity, service, entertainment, attraction or other commercial activity which is sold, offered or existing elsewhere than upon the same lot on which such sign is located, including any outdoor advertising sign ("billboard") on which space is leased or rented for the purpose of conveying a commercial or non-commercial message.~~

Off-Premises Sign: Any sign conveying a commercial or non-commercial message which directs attention to an off-site business, commodity, service, entertainment venue, attraction or other commercial or non-commercial activity. Including any outdoor advertising billboard, Animated Sign or Electronic Sign on which display space may or may not be leased or rented.

*{Modify the definition for **Reader Board**:}*

~~**Reader Board**: A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign or signboard. A sign on which the message changes more than eight times per day shall be considered an **Animated or Electronic** sign. and not a reader board sign. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a reader board sign.~~

{Clean up Table 6.2.3 and Notes to appear as follows:}

6.2.3. Signs Permitted According to Zoning District

Table 6.2.3 Signs Permitted According to Zoning District						
Type	Permit Required	Max. Sign Area (sq. ft.)	Max. Sign Height (ft.)	Setbacks:		Maximum Number
				Front (ft.)	Side (ft.)	
All Zoning Districts:						
1. Personal Message	N	4	6	N/A	20	1/lot
2. Identification (Joint and or Area)	N	4	8 (A)	N/A	N/A	1/lot
3. Construction	N	36 (B)	10	N/A	20	1/lot
4. Subdivision Sales	(C)	48	N/A	N/A	N/A	1/subdiv.
5. Subdivision	(C)	24	N/A	N/A	N/A	1/subdiv.
6. Real Estate Sales	N	8 (G)	6	N/A	20	1/lot
7. Temp Open House	N	4	N/A	N/A	20	1/agency, per lot
8. Garage/Yard Sale	N	4	N/A	N/A	20	1/lot
9. Informational - Directional	N	4	6	N/A	N/A	-
10. Temporary Business	Y	16-30	(See Section 6.2.6.2.h.)			
11. Portable A-Frame	Y	Regulated by the Board of Selectmen – Annual Permit				
Business-A, Business-C and Industrial Zoning Districts:						
12. Free-Standing	Y	50 (D)	20	0	20 (I)	1/lot
13. Wall	Y	2x/4x (E)	(A)	N/A	10	1/business
14. Projecting / Blade	Y	8	(A)(H)	N/A	10	1/business
Business-B Zoning Districts:						
15. Wall	Y	2 (F)	(A)	0	0	2/business
16. Projecting / Blade	Y	8	(A)(H)	-4	0	1/business
17. Free-standing (Service Stations Only)	Y	35	14	0	20	1/lot
18. Free-Standing	SPP(J)	35 (D)	10.5	0	20	1/lot

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.
- (B) Aggregate sign area of all applicable signs.
- (C) Only as shown in Definitive Subdivision Plans as approved by the Community Planning and Development Commission, consistent with Paragraph 6.2.1.1.
- (D) May be up to 75 square feet if more than one business occupies the lot. See Section 6.2.6.4

- (E) If the minimum distance from the building wall on which the sign is mounted is less than 100 feet from the centerline of the street which the sign faces, the maximum sign area shall be equal to 2 square feet per linear foot of said wall occupied by the establishment to which the sign relates; if such distance is more than 100 feet, maximum sign area shall be equal to 4 square feet per linear foot of said wall so occupied.
- (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.
- (G) Real Estate Signs in the Industrial Zoning Districts are allowed one sign per business with a maximum sign area equal to 2 square feet per linear foot of said wall occupied by the establishment to which the sign relates without a sign permit.
- (H) Projecting/Blade Signs shall be at least eight (8) feet from the ground and may project no more than four (4) feet from the structure.
- (I) A Special Permit may be granted by the CPDC for free-standing signs with reduced side setback, consistent with criteria in Section 6.2.9.
- (J) Free-standing signs shall be permitted only where the principal business entrance is located more than 40 feet from the centerline of the street in front of the lot. CPDC may waive the 40' business entrance setback requirement for signs in existence as of the effective date of this amendment. See Section 6.2.9.a. for Special Permit Criteria

{Remove Section 6.2.6.3.1 in its entirety, add Off-Premises Signs to the list of Prohibited Signs in Section 6.2.5}

~~6.2.6.3.1 Off-Premises Signs: The Board of Appeals may grant a Special Permit for an Off-Premises Sign including an outdoor advertising sign ("billboard") in a Business A zoning district under the following conditions:~~

- ~~a. The proposed sign shall be in a Business A district immediately abutting an Interstate Highway, and within 25 feet of the main right of way of such highway excluding on and off ramps;~~
- ~~b. The placement of the proposed sign shall be conditioned upon the elimination of no less than three non-conforming Off Premises signs elsewhere in the Town of Reading;~~
- ~~c. There shall be no more than one Off Premises sign on any one lot that existed as a separate lot at the time of adoption of this section;~~
- ~~d. The sign may be double sided with no greater than a 30 degree angle of separation between the two faces;~~
- ~~e. Illumination of the sign shall be by external illumination only and illumination shall be limited to the hours of 6:00 p.m. to 10:00 p.m.;~~
- ~~f. The sign shall not exceed 675 square feet on each of the two permitted faces;~~
- ~~g. The maximum height of any Off Premises sign shall be 95 feet from the ground level upon which the sign is installed to the highest point of the structure;~~
- ~~h. The nearest part of any Off Premises sign shall be no closer than 20 feet from an abutting property, and no less than 10 feet from the highway right of way;~~
- ~~l. The proposed use shall not be detrimental to the public good.~~

6.2.5.m Off-Premises Signs

Or take any other action with respect thereto.