

The Reading-North Reading Chamber of Commerce
Welcomes You to the Business Community!



Connect with your local business neighbors by joining us today!

A membership with the RNR Chamber of Commerce offers you:

- *Free website listing on our highly visible website – 4,000 visits per month*
- *Networking and Business Card Exchanges with many local and surrounding area business owners and Chambers*
 - *Community event sponsorship opportunities*
 - *Local advertising and marketing opportunities*
 - *Member-to-Member discounts*

Visit our website for complete information and a membership form

www.ReadingNReadingChamber.org

Or contact us by telephone: 781.944.8824 or 978.664.5060

Email: RNRChambercom@aol.com

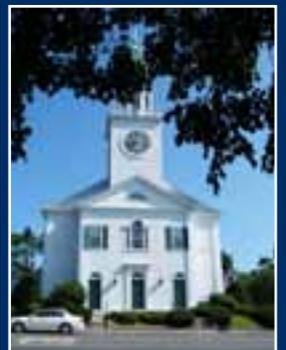
The Reading-North Reading Chamber of Commerce is an independent business association and is not affiliated with the Town of Reading government or the departments within Reading Town Hall.

A PASSPORT

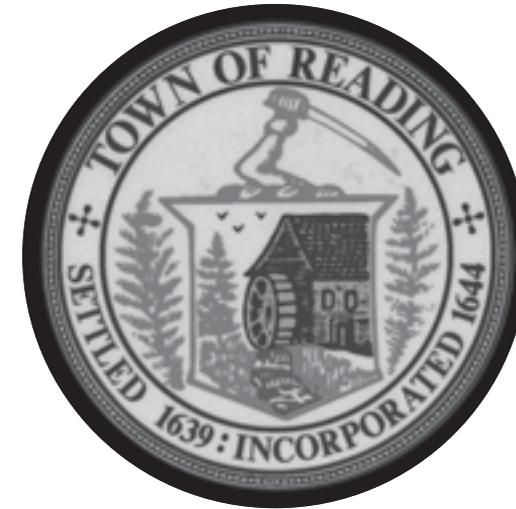


To Doing Business In Reading

A Good Advice Guide Presented by the
Economic Development Committee



A PASSPORT

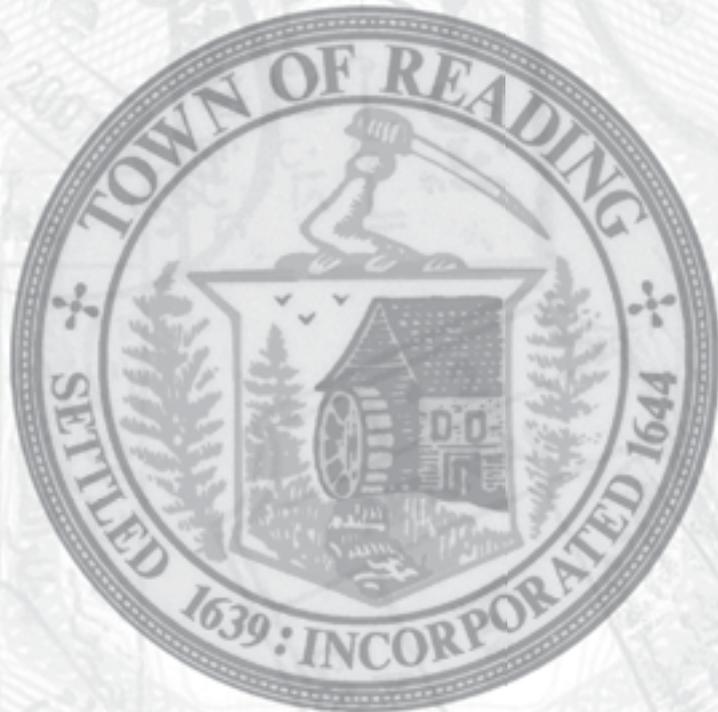


To Doing Business In Reading

A Good Advice Guide Presented by the
Economic Development Committee

Visit our website for complete information
www.ci.reading.ma.us/Pages/ReadingMABComm/economic
Email: EDC@ci.reading.ma.us

Contents



<i>Welcome</i>	3
<i>All Aboard</i>	4
<i>Planning & Zoning</i>	8
<i>Building Department</i>	14
<i>Health Department</i>	18
<i>Celebration!</i>	22
<i>Conservation Commission</i>	23
<i>Journey's End</i>	24
<i>Resources</i>	33

A "Passport" To Doing Business In Reading

Economic Development Committee Website:

www.ci.reading.ma.us/Pages/ReadingMABComm/economic

Email: EDC@ci.reading.ma.us

Reading welcomes the opportunity to work with you to bring your business to Town. We understand that the process can be somewhat complex, and varies by the type of business you want to start, and where you want to locate. Most of the complexities are created by State statute, and various codes that are intended to ensure the safety of your business for you and your customers. This is especially complex if this is your first venture into starting up a business.

We have created this "Passport for Doing Business" as a guide to help you. And even better, the town has a professional and helpful staff to assist you in making your new business experience a positive one.

So give us a call, come on in to Town Hall, and let's get started on an adventure of a life time—starting your new business in Reading MA.

*Let us be your tour guide....
meet the Economic Development Committee*

Welcome!

The Town of Reading and the Board of Selectmen are proud to have embraced a pro-active approach to economic development.

Our **Master Plan** lists "Improve Downtown" as our number one economic developmental goal. We are taking this direction very seriously, and have followed through on this recommendation by:

- **Creating** an *Economic Development Committee*. This committee was appointed to assist in the improvement of the quality of life for residents by increasing the available retail, restaurant, and other amenities in town, help attract new businesses and ensure the stability and success of existing businesses in Reading.

Our priority is to maintain an ongoing dialogue with business owners and owners of major properties on a pro-active basis to understand how the Town can pro-actively work to achieve their plans.

- **Adding** staff resources to support the Economic Development Committee
- **Hiring** staff to act as a "Permits and Licensing Coordinator" and to make your application and approval experience in Reading an easier process. All of these actions are directed at making Reading the prime location for *your* business.



*How could you say no to these faces?
We want you in our community!*

All Aboard!



**Planning
Department:**
781.944.6610

**Permits &
Licensing
Coordinator:**
781.942.6654

**Hours of
Operation:**

Monday,
Wednesday,
Thursday 7:30 am
to 5:30 pm

Tuesday 7:30 am to
7:00 pm

Friday - Closed

I'm thinking about opening a business in Reading, what should I do?

Armed with your basic traveling essentials.....

- What will be/or is your business address?
- What type of business are you opening?
- Have you owned a business before?
- Are you making any changes to the interior or exterior of the space?
- What is your time line for getting this opened?

Run....don't walk to our Permits Coordinator who is "Operations Central" for all permits and processing. You will be guided through the different permits requirements, be given an overview, as well as answers to any questions you may have. Our aim is to provide concierge service.

Until then, here is a snapshot of the different departments and processes you may go through along your way to opening your business.



Concierge Service

Our Permits Coordinator can be viewed as our Concierge for your business development in Reading. But instead of procuring concert tickets or giving you a list of restaurants that you might want to try during your stay, our Permits Coordinator will guide you through the process of securing your development project approvals. He will meet with you when you are first considering your project to:

- Listen to your proposed business plan
- Bring together an initial meeting of the Town staff that will deal with your particular project
- Coordinate a Development Review Team meeting so that all staff are aware of and can comment on your proposal while it is in the development stages (it's less expensive to hear the comments earlier in the process before you have spent a lot of money on design)
- Schedule meetings with specific Town officials as needed for technical reviews or permits
- Track your progress as you move through one or more approvals, and share that with you as needed
- Serve as a guide when you have questions
- Coordinate approvals as your project reached a conclusion and you are ready to occupy your building

Just as you would like to enjoy your stay in a fine hotel, we want you to be comfortable with your development process as you work to join the Reading Community.

"May we help you?"

Check once, check twice, then check again...

Through our Permits Coordinator, schedule a time to meet with our **Development Review Team**. The Town has created a **Development Review Team** (DRT) chaired by the Community Services Director/Town Planner to review and coordinate development activities.

Development Review Team consists of the following:
(all the head honchos in one place just for you!)

- *Town Planner*
- *Town Manager*
- *Building Inspector*
- *Town Engineer*
- *Public Health Administrator*
- *Conservation Administrator*
- *Staff Planner*
- *Permits & Licensing Coordinator*
- *Police Chief*
- *Fire Chief*
- *DPW Director*
- *Municipal Light Department Representative*



Notes:

Destination: Planning & Zoning

Community Planning and Development Committee

Website:
www.ci.reading.ma.us/pages/ReadingMABComm/community

Planning & Zoning, a division of community services, regulates land use, development, and zoning for all commercial and residential property. It administers various types of permits and helps interpret zoning regulations for people planning to locate or expand a business.

*When do you need to contact them, you ask?
Now, right now!*

A zoning permit may be required when you make interior or exterior modifications to a building, change the use of a building, or simply put up a sign (who knew?).



If you are just starting a business, moving into a new commercial space, or plan on modifying your existing business, you should check with Planning & Zoning *before* you move forward. The team wants to *help you avoid potential challenges and plan for needed Town review and approvals.*

Planning & Zoning will guide you through any of the following requirements:

- Permitting
- Community Planning & Development Commission
- The Site Plan Review Process
- Sign Design Review (Where Applicable)
- Certificates of Occupancy

“Who is the CPDC?”

The CPDC (Community Planning and Development Commission) is a Town appointed board made up of 5 residents of Reading who are invested in the development of the Town and who are charged with conducting studies and preparing plans concerning the resources, developmental potential and needs of the Town. You will meet them if your business requires site plan approval - they are the governing body that oversees and approves Site Plans.

The Community Planning and Development Commission reports annually to the Town giving information regarding the physical condition of the Town, any plans or proposals known to it affecting the resources, and physical development needs of the Town.

The CPDC usually meets the second and fourth Monday of the month except for holidays and varies during Town Meeting months of April and November. The CPDC schedule, minutes and other information is available on the town website.

“What if I am considering some small changes to the exterior or interior of the building?”

Bring concept plans or a copy of your building plans to the Planning & Zoning staff to determine the permitting process (if any) you will need to follow. Site Plan Review applies to most commercial, industrial, institutional, or multi-family (4 or more dwelling units) construction projects. Waivers or exemptions may apply to some projects and are outlined in section 4.3.3 of the Reading Zoning By-laws:

http://www.ci.reading.ma.us/pages/ReadingMA_Clerk/Bylaws/ZoningBylaws/

CPDC Travel Companions:

Historical Commission

The Demolition Delay By-law allows the Historical Commission to advise the CPDC and the Building Inspector on the historical significant structures. If your property is subject to the Demolition Delay By-Law, the Commission will provide recommendations during the Site Plan Review process.

Zoning Board of Appeals

The Zoning Board of Appeals (ZBA) consists of 5 members appointed by the Board of Selectmen. The ZBA is the Special Permit Granting Authority and decides petitions for Variances. The ZBA also reviews and decides applications for extensions or alterations of nonconforming uses.

“What is Site Plan Review?” (Sounds very important)

The purpose of Site Plan Review is for the CPDC to work with property owners in creating development that will fit into the fabric of our community, protect the community from potentially harmful impacts, and determine the most appropriate use of the land consistent with the Zoning Bylaw and the Reading Master Plan. All this is accomplished during a Site Plan Review public hearing with the CPDC.

The Site Plan Review procedure gives Reading some control over development impacts by working with the property owner, tenant, or builder to shape the development in the best manner possible, and place certain conditions on the development.



What Development Requires Site Plan Review?

Site Plan Review applies to most construction that isn't a one or two-family house and is granted by the CPDC. Specifically:

1. Institutional, commercial, industrial, or multi-family structure with four or more dwelling units and includes initial construction or substantial reconstruction, exterior alteration or exterior expansion over 300 square feet.

2. Construction or expansion of a parking lot for an institutional, commercial, industrial, or multi-family structure or purpose.

Note: Site Plan approval from the CPDC must be obtained before a building permit can be issued by the Building Inspector.

Exemptions and Waivers

Exemptions to a full site plan review apply to:

- Maintenance and repairs of existing buildings,
- Less than 300 gross square feet of exterior work
- Less than 1,000 gross square feet of interior work
- Work that only involves internal electrical, plumbing, or mechanical systems.

Waivers from a full site plan review may be made with or without conditions, for:

- Interior-only renovation of an existing space AND the renovation would not negatively impact the property (see below).
- Change of use within the same use category AND will not have negative impacts.
- The property has been through Site Plan Review in the past five years.

Note: A waiver still requires the submission of a plan and a scheduled meeting with the CPDC.



“How long does it take to get approval of a Site Plan”?

Once a complete application is received, an application for Site Plan Review is usually heard **within five weeks**. A legal notice has to be published and abutting property owners must be notified by mail two weeks before the hearing.

Some projects can be decided in one meeting if enough information is given about the project, and the concerns listed above are all addressed. Larger developments (for example construction of a new store or restaurant from the ground up) may take more than one meeting.

How long is Site Plan Approval good for?

A Site Plan Decision will lapse after 2 years if construction has not commenced, but may be extended by the CPDC upon request.

Can an approved Site Plan and Decision be changed later?

Yes. The CPDC will consider applications for minor modifications or major modifications to approved Site Plans, and will issue a written decision, with or without conditions.

Can I meet informally first?

Applicants are invited and encouraged to submit a sketch plan to the CPDC for comment before applying for a Site Plan Review.

We encourage you to meet early with Town Staff at a Development Review Team (DRT) meeting to informally advise on the best approaches for site design and permitting. CPDC applications for site plan review are submitted after the DRT.

(Remember, we mentioned this in the beginning of the book!)

For More Information visit the website at: www.readingma.gov

- Choose “Departments”
- Choose “Planning”
- Choose “Zoning By-Law”
- Site Plan Review is Section 4.3.3.

Applications for Site Plan Review and for Waivers of Site Plan Review are available in the Community Services Department (they oversee all permitting processes) at Town Hall and can be downloaded from the Town’s website: www.ci.reading.ma.us/pages/readingma_planning/index



Bottom line: Your project has been vetted and you can get started!

Next Destination: Building Department

Building Inspectors Office Hours

Monday 7:00 – 8:30
am or 12:30 – 1:30
pm

Tuesday: 7:00
am to 8:30 am
or 5:00 – 6:30 pm

Wednesday:
7:00 – 8:30 am only
Thursday: 7:00 –
8:30 am or
12:30 – 1:30 pm

NOTE: Town Hall is
CLOSED on Fridays

Electrical & Plumbing Inspectors Hours:

Monday through
Thursday:
7:00 – 8:30 am

Tuesday:
5:00 – 6:30 pm

If you build it, the Town will come and want to know about it!

The Building Department has a broad range of responsibilities including permitting, inspection, and enforcement. New buildings, additions, alterations, repairs, changes in plumbing, mechanical and electrical systems will require a permit followed by an inspection of the construction.

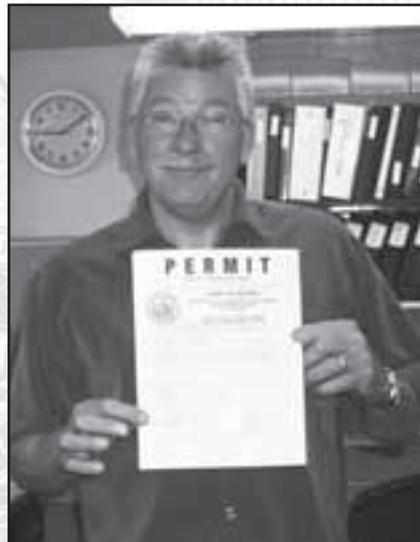
So don't break out your hammer, screwdriver, or anything else until you have spoken to one of these folks...

- Permits & Licensing Coordinator (*the maestro of it all*)
- Building Inspector/Zoning Enforcement Officer (title sounds scary, but he is quite nice)

See, doesn't he look nice!



- Plumbing & Gas Inspector
- Electrical Inspector



“Do I need to fill out an application for a building permit?”

Yes. It is strongly suggested that you or your contractor contact this office early in the project planning stages. Early communication will help keep your project on schedule and let you start on the day you planned. You can find additional information on building permits on our website at www.Readingma.gov (go to Departments, then to Buildings).

“How long does it take to get a building permit?”

The average time to review a building permit application and accompanying plans is approximately 1 – 2 weeks depending on the complexity of the project, the completeness of the application, and the amount of preliminary planning that you have undertaken with the building inspector.

“Do I need a separate permit for wiring, plumbing, building, etc.?”

Yes. Each trade is permitted separately. (*In simple terms...the electrician pulls his own permit, the plumber pulls his own permit, and so on*).

“How much does a building permit cost?”

Building permit fees are calculated based on the estimated value of the construction. Residential projects are \$11 per \$1,000 of project cost and Commercial projects are \$12 per \$1,000 of project cost (except for re-roofing and siding which is \$11 per \$1,000). There are flat fees or minimum fees for smaller projects, consult the website for more information.

Note: Electrical, Plumbing/Gas, Fire and other fees are an additional expense and are not included as part of the building permit fee.

“Do I need to provide plans? If so, what is required to be shown on the plans, and can I draw them myself?”

Yes. Yes. Yes. The Building Department needs to review your plans in order to completely understand the work being performed and to make sure it complies with all relevant codes. The plans should show elevation and floor plans identifying all areas and materials. Depending on the work you are planning, you may draw these plans yourself or have a professional do them for you. If the work is extensive or includes structural elements you will need to have an architect or engineer prepare the plans.



“How soon can I get an inspection for my project?”

Several inspections are required for all permits to make sure that the work is being constructed in a safe manner consistent with codes. This protects you, the owner or tenant. The inspection schedule is driven by the construction demand and is on a first-come, first-served basis. A minimum of 24 hour lead time is requested to be able to be at the property for inspection.

“Do I need to close out permits issued for my projects?”

Yes. Obtaining a Certificate of Occupancy is required at the end of the construction.. This certificate shows that the project was done correctly and completely.



All of this construction talk is making me hungry... ah, yes, the Health Department...

Next Destination: Health Department

Who Knew?

Church functions,
Charitable events,
School events and
Milk all require you
to check in with the
Health Inspector!

Health Department
781.942.6653

Website:
www.ci.reading.ma.us

Let's talk about food, glorious food!

We bet you did not know that different types of food served require different square footage/space requirements. (We know, interesting fact, isn't it?)

Therefore, **before buying or leasing a commercial property for a food establishment**, you should discuss your plans and review the State & Local Health Code requirements for different food types with the Health Administrator.

Our Health Administrator would be more than happy to schedule a meeting to assist you with the forms.



*Let's mooove
forward and
get our permits!*

Restaurants and establishments containing food need to have their plans reviewed by the Health Administrator. Once the plans have been reviewed, you will be scheduled for a meeting with the Board of Health. Business owners should contact the Health Department to find out which permit applications need to be submitted. There is the **Food Establishment Permit to Operate** and a **License for Milk and Cream Products** (yes, really) just to name a few.

“Do I need to fill out an application for a health permit?”

Yes. It is strongly suggested that you or your contractor contact this office early in the project planning stages. Early communication will help keep your project on schedule and let you start on the day you planned. You can find additional information on health permits on our website at www.Readingma.gov (go to Departments, then to Health).

“Where can I find all of these licenses and who is going to help me understand them?”

The applications for a Plan Review for New Food Establishment's and Remodeled (existing) Food Establishments Food Permit to operate, Milk and Cream license, Dumpster permit and other necessary permits can be found on the Town's website www.ci.readingma.gov then click on Departments and select Health.

Fun Fact: There are different forms for new vs. remodeled food establishments.



“What is the process for all of these licenses to be submitted?”

- Plan Review Applications for Food Establishments are due 30 days prior to the start of any construction
- New permits must be approved by the Board of Health, which meets the second Thursday of the month
- If you are transferring ownership of a restaurant with no change in menu, information should be provided to the Board of Health one week prior to their meeting
- If you have menu or equipment changes, information should be provided to the Board of Health two weeks prior to their meeting

Special note on parking:

Restaurant parking requirements: General guidelines are one parking space per four seats, plus one per employee, and one loading space. No on-site parking is needed if the establishment is within 300' of Town owned public parking lot. Please see section 6.1 of the zoning bylaws at the following link for more information:
http://www.ci.reading.ma.us/pages/readingma_clerk/bylaws/zoningbylaws

Merchant/Employee Parking: A parking permit is required and can be found at <http://www.ci.reading.ma.us/Pages/businesses> under the Useful Links heading. This permit needs to be submitted to the Police Department. We also have leased parking available in many downtown areas.

Just when you thought there was nothing else, you may also need a **Common Victualer's License** (*don't worry, we're not sure what that is either*).

Just kidding, it is a license, required by state law, for all establishments that sell food or drink directly to the public (for restaurants, inns, taverns, etc.)



My goodness, is anybody else ready for a drink? Let's talk Liquor licenses...

Destination: Celebration!

Conservation
Department
781.942.6616

Website:
www.ci.reading.ma.us/Pages/ReadingMA_Conservation/Index

Cheers to you!

Reading is home to a number of restaurants, from informal and fast food to some of the finest dining in Boston's North Shore. Many of our restaurants have full service liquor licenses, and several have beer and wine licenses.

The Town Manager's office provides information and forms for obtaining a liquor license. Your application for a liquor license will be reviewed by the Board of Selectmen in a hearing scheduled within 30 days of receiving the application. It can then take approximately two months for state review by the Alcoholic Beverages Control Commission.

Reading's liquor policies are found on the web site at Readingma.gov/Pages/BOS/policies. The licenses are administered by the Board of Selectmen, who is the Licensing Authority for the Town. The Board of Selectmen takes very seriously their role in ensuring the responsible sale, service, and use of alcohol in the community. Please contact the Town Manager for information about availability of licenses, and guidance on applying for liquor licenses.

Ok, bottoms up...we are moving on to the Conservation Commission



"I'm just trying to keep the business going until I can get my liquor license."

Destination: The Conservation Commission

A river runs through it, really.

Approximately 40% of Reading is in a wetland. The three major rivers are the Aberjona, the Ipswich and the Saugus rivers but there are also swamps, streams and brooks such as Walkers Brook and Bare Meadow Brook.

The Conservation Commission is the body responsible for administering the Massachusetts Wetlands Protection Act, the Massachusetts Rivers Protection Act, and the Wetlands Protection Section of the Reading General By-law.

A permit from the Conservation Commission is generally required for any activity that will alter wetlands, floodplains, riverfront areas and land within 100 feet of wetlands, commonly referred to as the "buffer zone".

There are several different types of permits issued by the Conservation Commission depending on the location and the proposed work. Please contact the Conservation Administrator to determine if your project needs to be reviewed.

A map of the Town's wetlands can be found by going to the Departments, Conservation and clicking on Towns Wetland Map or at the following link http://www.ci.reading.ma.us/Pages/ReadingMA_GIS/gismaps/wetlands

Tree Hugger ↓



Destination: Journey's End

Ask yourself the following questions before you get on stage:

- Did you meet with the Development Review Team?
- **Check in with the Permits Coordinator for a check list to use with new businesses regarding permitting, site plan review, etc.?**
- Apply for appropriate permits based on Site Plan Review approval?
- Contact the Economic Development Committee if you need assistance or guidance?

If you can answer yes to all of these questions, then you have reached your final destination:

Welcome to Reading's Business Community!



Oh yeah, SIGNS! (Damn, I thought we were done)

Signage is one of the most important and most visible decisions you will make about your business...and we want to help you make a successful one. Therefore, we have created *Design Guidelines* to aid you through the process.

Important note: A permit is waived prior to installing of signs.

What are Design Guidelines?

Design Guidelines address the aesthetic issues in planning improvements or new development. They are intended to provide ideas, stimulate thinking, and promote good design. **Our end goal is to ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner.**

When thinking about how you want to communicate your message, think about the following:

- Design Compatibility
- Color
- Materials
- Message
- Lighting

Design Compatibility

Creative design is encouraged. Signs should make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building.

Proportionate size and scale. Building signage should be appropriately scaled to the building or surface onto which it is placed. The size and shape of a sign should be proportionate to the scale of the structure and should fit the overall location. Signs should be designed for both pedestrians and motorists to read as they pass by.

Integrate signs with the building. All signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building.

Sign Placement. The architecture of the building often identifies specific locations for signs, and these locations should be used. Signs should not obscure architectural features. Wall signs shall be mounted flat against the building. Projecting signs shall add another dimension to the façade by projecting from the façade.

Color

Select colors carefully. Color is one of the most important aspects of visual communication – it can be used to catch the eye or to communicate ideas or feelings. Too many colors used thoughtlessly can confuse and negate the message of a sign.

Use contrasting colors. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.

Use complementary colors. Sign colors should complement the colors used on the structures and the project as a whole.

Materials

Sign materials. Signs should be professionally constructed using high quality materials such as metal, stone, hard wood or high density pre-formed foam or similar material. New materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.

Compatibility of materials. Signs materials should be compatible with the design of the face of the façade where they are placed. The selected materials should contribute to the legibility of the sign.

Signs which use LCD, LED and digital technology are not permitted.

Being a Good Neighbor

As you think about selecting your signage - consider the other businesses around you. Though you definitely have your own unique personality, staying in the same "family" of signs (awnings, colors, etc.) makes for an eye appealing business neighborhood.



Sign Message

The most important rule here is "the simpler, the better". Signs are meant to be read quickly and offer identification. The sign message must be designed to fit properly into the sign location.

Modifications to logos or corporate identifiers may be required to fit attractively in the space provided.

Color

Internally illuminated signs are not allowed in the Business-B district. Please see the following link for a map of the districts: http://www.ci.reading.ma.us/Pages/ReadingMA_GIS/gismaps/zoning

Internally illuminated signs are allowed in the Bus-A, Industrial & PUD-I & PUDB **only** if the background is opaque (meaning that no light is allowed to shine through anywhere except for through the letters). All illuminated signs must be turned off when the business is closed for the day.

Sign Lighting

External lighting should be arranged such that the light source is directed away from passersby. The light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.

Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign. Signs that use blinking or flashing lights are not permitted.

Readings Regulations on Sign Lighting:

Business-B Residential Zoning Districts

ALLOWED:

- Externally illuminated signs (Pic. 1)
- Halo lighting (Pic. 2)

PROHIBITED:

- Internally illuminated signs

Business-A, Business-C, PUD & Industrial

ALLOWED:

- Halo lighting
- Internally illuminated signs
- Channel letters (Pic. 4)

PROHIBITED:

- Internally illuminated signs where the sign backgrounds do not block the illumination. The light should only shine through the letters. (Pic. 3)



1. Allowed: because the sign lighting is external



2. Allowed: Halo lighting & internal illumination



3. Not Allowed: Because the light can only shine through the letters and not the background



4. Allowed: Channel letters

Different Styles of Signs to Choose From:



Awning Signs

- Ground Clearance of 8 Feet



Projecting of Blade Signs

- Best type of sign for pedestrians
- Should be sized for pedestrian legibility
- Encouraged in Business B district



Window Signs

- May be up to 30% of window
- Up to 8 inch high lettering
- Sign area not to exceed 6 square feet



Temporary Signs, Banners, & Flags

- Allowed 4 times a year
- Permit required from town
- Temporary sign allowed annually for a total of 56 days
- Temporary signs for construction projects may be used for the duration of the project
- OPEN Flags are allowed at any time without a permit not to exceed 4' x 6' in size
- Sale or decorative flags are considered temporary signs
- Business names/logos on flags are considered signs
- National flags may be displayed at any time not to exceed 4' x 6' in size



Wall

- Allowed one wall sign (two in Business B if located on different building façade than first)
- Back lit graphics or internal illumination are not permitted
- Signs may be made of wood, aluminum or other similar material such that light emits through lettering



Multi-Tenant & Monument Signs

- Usually located at the site entrance(s)
- Identifies a common area containing a group
- Signs may not include logos, or corporate colors



Parking Signs

- Text only, no corporate logos
- Up to 2 per lot
- Up to 1.5 square feet in size



Directional, Identification & Informational Signs

- Usually located at the site entrance(s)
- Identifies a common area containing a group
- Signs may not include logos, or corporate colors
- Maximum sign area is four square feet and height cannot exceed six square feet

Resources Area

“Doing Business In Burlington” – Published by the City of Burlington, VT

“Downtown Davis Sign Design Guidelines” – Published by the City of Davis, CA

“Street Graphics and the Law” – Published by the American Planning Association

“Design Guidelines for Downtown North Andover” – Published by North Andover Community Development Department

Prohibited Signs

All signs need a sign permit. Business A, C, or an Industrial Zoning District should complete the Sign Permit Application and submit it to the Building Department.

Businesses located in the Business B Zoning District have a two step sign permit process. First, the sign design must be approved by the CPDC in writing in what is called a Certificate of Appropriateness.

The Certificate of Appropriateness insures compliance with the Sign Bylaws and goal of the Master Plan to “Preserve the architectural heritage and traditional character of the Town”. It provides an opportunity for the CPDC to review each sign proposal for consistency with the vision for the Downtown.

Once the Certificate of Appropriateness is granted, the sign application is then submitted to the Building Inspector for permit approval.

Notes: