



**Reading Town Hall
16 Lowell Street
Reading, MA 01867**

**Community Services &
Planning Development**
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Reading Window Sign Regulations

Reading Zoning By-Law Section 6.2.3.2.d

Window signs are allowed without a sign permit when in accordance with the following conditions.

Non-illuminated window signs must:

- Be uniformly located
- Not cover more than 30% of the glass window frame or window pane
- Lettering should not be larger than eight (8) inches
- Not exceed six (6) square feet in sign area

Illuminated window signs must:

- Be placed only in a window, not a door
- Be located in a window with no other signs
- Not exceed four (4) square feet in sign area
- Be at least ten (10) feet from any other illuminated window sign or seven (7) feet when there is a door or architectural break in the façade between the illuminated signs.
- Be illuminated only during business hours.

The complete sign by-law can be found on the Town's website at
http://www.ci.reading.ma.us/pages/ReadingMA_Planning/signage/SignByLaw.pdf



The photograph above complies with Reading's sign regulations because the illuminated window sign is less than 4 square feet in size, is located in a window, and is the only sign located in the window.



The window signs above comply with the sign by-laws because the letters are less than 8 inches, are uniformly located, cover less than 30% of the glass and the signs are less than 6 square feet in size.



The window signs above comply with the sign regulations because the letters are less than 8 inches, are uniformly located, cover less than 30% of the glass and each sign is less than 6 square feet in size.