

## 8.1 SIGN REGULATIONS

**8.2** Signs perform important functions in the community such as communicating messages and providing information about goods and services available. Because signs potentially have detrimental impact on the visual and perceptual environment, signs must be regulated. It is the intent of Section 8.0 of the zoning by-law to protect property values, create an attractive business climate, enhance and protect the physical appearance of the community and to encourage the most appropriate use of the land. This Section will also assist those installing signs within the Town of Reading by setting forth the process governing the application, installation, and maintenance of such signs.

### 8.2.2 Applicability

A sign may be erected, placed, established, painted, created or maintained only in conformity with the provisions of this Section.

### 8.2.3 Zoning Districts

The zoning districts are as shown on the official zoning map which is on file with the Engineering Department and the Town Clerk's Office and can also be found on the Town website. Reading has also adopted a Downtown Smart Growth District (DSGD) and a Gateway Smart Growth District (GSGD). Please refer to Section 10.5 for DSGD regulations and Section 10.4 for GSGD regulations.

## 8.3 Definitions

For the purposes of Section 8.0., the following terms shall have the meanings hereby assigned to them:

**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.

**Awning Sign:** A sign painted on or attached to the cloth, canvas or metal cover of a movable or stationary frame of the fixed, hinged, rolled or folding type of awning.

**Banner or Pennant:** Any sign of lightweight fabric or similar material that is mounted or affixed at one or more edges.

**Beacon:** A stationary or revolving light, not primarily illuminating a sign, which flashes or projects illumination, single color or multi-colored, in any manner which is intended to attract or divert attention, except any such fixture which is required by the Federal Aviation Administration or a similar agency, and is installed and operated under the safety regulations of such agency.

**Bulletin Board:** Any sign erected by a charitable, educational, or religious institution or a public body on its property for purposes of announcing events which are held on the premises, and contains no commercial information.

**Commercial Message:** Any sign wording, logo or other representation that directly or indirectly names, advertises, or calls attention to a business, product, service, sale or sales event or other commercial activity.

**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.

**Façade:** The area of the face of a building, typically the principal or front wall of a building.

**Free-Standing Sign:** Any and every sign erected on or permanently affixed to the land, including any and every sign that is not attached to a building.

**Halo Lighting:** Light showing from the back of or from within a letter or graphic shape out towards the surface that the letter or graphic is mounted on without having any light visible through the face of the letter or graphic.

**Informational and Directional Signage:** A sign that has a purpose secondary to the use of the lot on which it is located, such as "no parking, private parking, enter, exit, one-way, street address or drive-thru teller.

**Identification Sign:**

**Joint Identification Sign:** A sign which serves as common or collective identification for a group of persons or businesses operating on the same lot and which contains the names and logos of establishments but no advertising or promotional information.

**Area Identification Sign:** A sign, located at the site entrance(s), identifying a common area containing a group of structures, or a single structure containing several uses.

**Marquee Sign:** Any sign attached to or made part of a marquee, that is, any permanent canopy or structure projecting beyond and extending along a building wall.

**Monument Sign:** A free-standing sign with a low height configuration permanently affixed to the ground at its base and not mounted on a pole.

**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.

**Portable Sign:** Any sign not permanently attached to the ground or any permanent structure or a sign designed to be transported in any way including:

- signs converted to "A" or "T" frames;
- menu and sandwich-board signs.

**Projecting and Blade Sign:** A sign which is affixed to a building or other structure where the sign face is approximately perpendicular to the building facade.

**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.

**Sign Area:** The area contained entirely within the signboard (the flat surface of durable material upon which letters or other graphic content of a sign is displayed) or if no sign

board is present, the area contained entirely within the smallest rectangle which completely encloses the outer extremities of all graphic material of a sign.

**Sign Height:** The distance from the base of the sign at normal grade to the top of the highest attached component of the sign or sign structure. Normal grade shall be construed to be the lower of:

- 1 Existing grade prior to construction, or
- 2 The newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot be reasonably determined, sign height shall be computed on the assumption that the normal grade is the elevation of the nearest point of the crown of the public street along which the lot has frontage or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

**Temporary Sign:** Any sign which is used temporarily, relates to events of a temporary nature, or is not permanently mounted.

**Temporary Construction and Redevelopment Signs:** A temporary unlit free standing sign or wall sign affixed to a structure or fence identifying the project name, project team, project description and/or business to be conducted on the premises.

### 8.2.3 Signs Permitted According to Zoning District

Type	Permit Required	Max Sign	Max Sign	Setbacks:		Maximum Number
		Area (square feet)	Height (feet)	Front (feet)	Side (feet)	
<b>All Zoning Districts:</b>						
1. Personal Message	N	4	6	NA	20	1/lot
2. Identification (Joint or Area)	N	4	8(a)	NA	NA	1/lot
3. Construction	N	32	NA	NA	20	1
4. Subdivision Sales	(c)	48	NA	NA	NA	1/sub-division
5. Subdivision	(c)	24	NA	NA	NA	1/ sub-division
6. Real Estate Sales	N	8(g)	6	NA	20	1/lot
7. Temp Open House	N	4	NA	NA	20	1/agency per lot
8. Garage and Yard Sale	N	4	NA	NA	20	1/lot
9. Informational - Directional	N	4	6	NA	NA	NA
10. Temporary Business	Y	16 or 30	(See Section 8.2.6.2.h)			
11. Portable A-Frame	Y	Regulated by the Board of Selectmen – Annual Permit				
<b>Business-A, Business-C and Industrial Zoning Districts:</b>						
12. Free-Standing	Y	50(d)	20	0	20(i)	1/lot
13. Wall	Y	2/4(e)	(a)	NA	10	1/business
14. Projecting / Blade	Y	8	(a)(h)	NA	10	1/business
<b>Business-B Zoning Districts:</b>						
15. Wall	Y	2(f)	(a)	0	0	2/businesses
16. Projecting / Blade	Y	8	(a)(h)	-4	0	1/business
17. Free-Standing (Service Stations only)	Y	35	14	0	20	1/lot

Type	Permit Required	Max Sign	Max Sign	Setbacks:		Maximum Number
		Area (square feet)	Height (feet)	Front (feet)	Side (feet)	
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 8.1.
- d May not be larger than 75 square feet, if more than one business occupies the lot. \* **See Section 8.2.6.4**
- 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. See Section 8.2.9 for Special Permit Criteria.
- 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 8.2.9.a for Special Permit Criteria.

**8.2.4 Exempt Signs**

Signs for which no permit is required are identified in Table 8.2.3 and Section 8.2.4. The following signs are exempt from this Section 8.0 and may be installed without permit, provided that the following is complied with:

- a Authorized signs installed by the Town of Reading or the Commonwealth of Massachusetts, Federal Agencies, or with the express written permission thereof, for the purposes of traffic control or traffic or pedestrian safety or convenience, identification of public facilities or streets, or for direction to same; public notices and warnings required by and erected by Town, State, or Federal Agencies.
- b Directional signs; building markers.

- c** Political signs on private properties or vehicles only, provided that such sign shall not exceed six square feet in sign area, shall not be placed in such location as to constitute a traffic or pedestrian safety hazard, and shall not be displayed for more than forty-two days prior to the applicable election or more than two days following such election.
- d** Signs for churches and other federally tax-exempt institutions.
- e** Holiday lights and decorations which contain no commercial messages and which are displayed during the appropriate season.
- f** Works of art which contain no commercial messages with prior Town Planner or CPDC written approval.
- g** Fuel pump information signs, only as required by State law, are allowed and shall not affect the computation of allowable number of signs or aggregate sign size on a property.
- h** Any sign within a structure, not attached to any window or door, which is not visible from other properties or from any street right-of-way.
- i** Signs showing resident's name, historical plaque or marker, street address and/or name of a lawful home occupation taking place on the premises.
- j** Temporary Construction signs shall be allowed during active construction, where a demolition or building permit has been issued and where at least site preparation work has commenced. Temporary Redevelopment signs shall be allowed for sites that have not begun construction, but have been issued a building or demolition permit or have an approved site plan. The maximum size of Temporary Construction/Redevelopment Signs shall not exceed 32 square feet in surface area or 10 feet in any dimension. Temporary Redevelopment signs may be displayed for a period of up to 1 year. Upon written request and approval of the CPDC the display period for a Temporary Redevelopment sign may be extended. Temporary Construction signs shall be removed after the construction, repair or renovation work is completed or within 7 days after the issuance of a final occupancy permit.
- k** Temporary Subdivision Sales Signs and permanent Subdivision Identification Signs as approved in connection with the Definitive Plans for such subdivision and located at the principal entrance to the subdivision in an acceptable easement, not within any street right-of-way or access easement.
- l** Real Estate Sales Signs, including placards showing the words "Sold" or "Sale Pending or similar not exceeding one-third the size of the sales sign.
- m** Temporary Open House signs, not exceeding four square feet each, may be placed at a rate of one per agency per intersection per property and one on the open house property.
- n** Garage / Yard Sale Signs, limited to one sign located on the property on which the garage / yard sale is taking place and one at each of no more than two intersections of public streets.
- o** Any establishment located in a Business or Industrial Zoning District may display:
  - An "Open" Flag - with dimensional requirements not to exceed four (4) feet by six (6) feet and may contain decorative graphics.
  - A National or State Flag - with emblems of religious, educational, governmental organization or any federally tax-exempt organization, except when displayed in connection with commercial promotions or advertising. Dimensions shall not exceed four (4) feet by six (6) feet.
  - A minimum ground clearance of eight (8) feet shall be provided for flags that hang over walkways, sidewalks and entrances of businesses. Ground clearance shall be defined as the distance between the lowest hanging portion or bottom of the flag and the grade directly below.

### 8.2.5 Prohibited Signs

No private sign shall be installed or placed on public property, except by express permission of the Town or as otherwise allowed herein. The following signs are prohibited in any zoning district:

- a Signs which interfere with traffic or pedestrian safety, including any which may obstruct or interfere with traffic or pedestrian visibility or movement at any intersection or into or out of any property, or which by reason of position, shape, or color may interfere with, may obstruct the view of, or be confused with any authorized traffic sign, signal, or device; or which makes use of the words "STOP," "LOOK," "DANGER," or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse motorists or pedestrians.
- b Signs placed or painted on any tree (other than street address), rock (other than street address), utility pole (other than yard sale sign), traffic safety sign, or similar fixture; painted on any building wall, bench, pavement, parking bumper or curb (other than a "Reserved" marking), or other similar outdoor surface.
- c Internally illuminated signs, unless the background or signboard completely blocks illumination or glow except through the letters and graphics.
- d Signs which contain a beacon of any type; which contain a spot light providing direct illumination to the public; which flash, revolve, rotate, move, or blink, or which fluctuate in light intensity; animated signs, that is, which use lighting to depict action or to create an illusion of movement or a special effect or scene.
- e Any self-illuminated or backlit signs which use LCD, LED, electronic messaging or digital technology, neon or similar signs except as displayed on the inside of windows subject to the provisions of Paragraph 8.2.6.2.c.
- f Free-standing signs in a Business-B Zoning District (except as permitted at service stations).
- g Internally illuminated signs in a Business-B Zoning District (except as permitted at service stations).
- h Banners as permanent signs. Banners are allowed only as temporary signs four times a year for an annual total of 56 days with a sign permit, refer to Section 8.2.6.2.h for full details.
- i Signs located on any portion of a lot except a front yard or a side yard directly abutting a public street.
- j Signs which do not meet and are not maintained to meet the provisions of this Section and all applicable building, wiring, health, and safety codes; or which are not neatly and legibly lettered.
- k Reader Board Signs are not allowed except as price displays at gas stations.
- l Balloons or tethered blimps used as signs, a movable poster or panel sign, umbrellas containing any commercial message; or signs attached to or painted on vehicles traveling or parked on, or visible from any public right-of-way, unless such vehicle is used in the normal day-to-day operation of a business.
- m Off-Premises Signs

### 8.2.6 Signs by Zoning District

Signs are allowed or permitted in each Zoning District and are specified in Table 8.2.3 and as follows:

#### 8.2.6.1 Business or Commercial Signs in Residential Zoning Districts:

Legal nonconforming business or commercial operations in any residential zoning district shall follow the Business B-Zoning District regulations as specified in Subsection 8.2.6.4 except that such signs shall be set back a minimum of twenty feet from any other lot and shall not be illuminated except during hours of operation.

### 8.2.6.2 Signs in Business and Industrial Zoning Districts

The following signs are allowed in all Business and Industrial Zoning Districts. In addition, please refer to Table 8.2.3:

- a** All awnings and canopies shall be impervious to light so that no illumination or glow can be seen through it. Awnings may contain letters up to four inches in height stating only the name of the business and the street number without requiring a sign permit. Such lettering shall not count toward allowed sign area. All other awnings or canopies with lettering or graphics shall require a sign permit and count as part of the allowed sign area. All awnings and canopies shall have a minimum ground clearance of eight feet. Ground clearance shall be measured between the lowest point of the awning or canopy and the ground or sidewalk.
- b** Bulletin boards are allowed, provided that no free-standing or wall-mounted bulletin board may exceed twelve square feet in size.
- c** Window Signs Window signs are encouraged on the inside surface of the glass. Permanently affixed, weather resistant, individual letters that are not subject to wear and tear are permitted on the exterior of the window. Temporary or permanent signs may without permit be attached to the inside of the glass surface of a window (a single structurally supported sheet of glass or a sash) or door, or placed within the premises closer than five feet from any window or door and situated or designed so that the sign's graphic content is visible from the outside through an window or door, provided that any such sign shall:
  - 1** Be uniformly located only in thirty percent (30%) of the glass sheet or sash;
  - 2** Contain no letters larger than eight (8) inches in height;
  - 3** Be professional in appearance and good order shall be maintained at all times. Not be restricted with respect to graphic or message content, whether of a permanent or temporary nature, nor be restricted with respect to materials;
  - 4** Have a sign area not to exceed six (6) square feet if the sign is not illuminated;
  - 5** In addition to the above, any illuminated sign shall be placed only in a window, and not in a door, and shall also:
    - a** Have a sign area not to exceed four (4) square feet;
    - b** Be placed no closer than ten feet from any other internally illuminated window sign on the premises. In cases where there is a door or other architectural break in the façade this buffer shall be reduced to seven (7) feet;
    - c** Be placed only in a window which contains no other signs of any type; and
    - d** Be illuminated only during hours of operation of the business establishment. Notwithstanding the above, window signs shall also be allowed in conformity with the provisions of Paragraph 8.2.6.2.h below.
  - d** Directional and informational signs displaying text only, no corporate logos, or slogans are allowed provided that such signs shall be limited to wall and free-standing signs with a maximum of four square feet of sign area. One such sign, not exceeding six (6) feet in height, may be placed at each vehicular entrance or exit on a lot to identify such entrance or exit provided such sign does not constitute a traffic hazard; such signs shall not affect the computation of allowable number of signs or aggregate sign size on a property. One such sign, not exceeding six feet in height and four square feet of sign area, may be placed in conjunction

with each drive-up bank teller window or machine provided that such sign shall not constitute a traffic hazard.

- e Marquee signs are prohibited except when used in conjunction with an indoor movie theater and attached to the outside wall of the building, provided that the size of the marquee sign shall not exceed twenty-four (24) square feet, and the bottom of the marquee sign shall not be of a height of less than 8 feet above the grade directly below.
- f Outdoor menu boards are prohibited except:
  - As a portable sign with a sign permit issued by the Board of Selectmen.
  - When used in conjunction with a restaurant having a drive up window. No more than three menu boards are allowed. The maximum aggregate sign area is 100 square feet. No one menu board may exceed 50 square feet. Any lettering shall not be legible from any other property or any street right-of-way.
- g Informational and directional signs are allowed in all business and industrial zoning districts with a maximum sign area of four square feet per sign in accordance with Table 8.2.3.
- h Temporary signs intended for business openings and re-openings, open houses, and special sales and promotional events for an individual business, are allowed, provided that:
  - The individual business shall place no more than four (4) such signs per calendar year for an annual total of 56 days (except in conjunction with an organized Town-wide common special event as specified below);
  - All temporary signs shall have received a sign permit from the Building Inspector;
  - No such sign shall exceed sixteen (16) square feet in sign area or thirty (30) square feet in sign area for businesses that have a setback more than fifty (50) feet from the primary street upon which the business is located;
  - Any such sign shall be printed or legibly lettered on a rigid signboard or fabric banner;
  - In cases where renovation or construction includes removal of permanent signs, a temporary sign is allowed as follows:
    - Dimensions shall be the same as temporary signs
    - May be used as a permanent sign
    - May remain during construction provided the construction or renovation is expeditiously pursued
    - Must be removed upon the installation of the permanent sign
  - No such sign shall be placed so as to constitute a hazard to motorists or pedestrians;
  - If placed upon a window, any such sign shall be included in the aggregate window area specified in Paragraph 8.2.6.2.c above.

In the case only of common special events organized by a recognized association of businesses for which events a license has been granted by the Board of Selectmen, an individual participating business may display a temporary sign in conjunction with such an event, provided that such signs related to said events shall not exceed four per year. Grand opening events for a new business may display for fourteen (14) days, upon issuance of a sign permit. Non-illuminated temporary banners, flags, balloons and streamers provided they are mounted in a way that does not pose a hazard to pedestrian or vehicular traffic and sight lines

as determined by the Zoning Enforcement Officer. Only one grand opening sign permit per business may be issued until the property undergoes a change of use or change of ownership.

- i Farm Stands and Garden Stands which do not have permanent windows shall be allowed, without permit or limitation as to number or material, to display temporary signs identifying goods offered for sale on the premises, provided that such signs are kept in good order and that the aggregate total sign area of all such signs on a lot shall not exceed one square-foot per lineal feet of frontage of such lot. Decorative noncommercial flags may be displayed for sale.
- j Clocks, not to exceed eight square feet in surface area per side or twelve feet in height, are allowed, provided that they display no advertising or commercial material.
- k Time and temperature displays may be included in any free-standing or wall sign, and no more than twelve additional square feet of sign area may be added to the otherwise allowable sign area of such sign.
- l For commercial buildings containing more than one business requiring wall signage, any wall sign provided for any such business must be in conformity with the requirements of this Section 8.0 and in accordance with the following stipulations concerning an overall master signage plan for such building. The master signage plan shall show not more than one wall sign per business within the building. However, at the owner's election not every business within the building need be provided with a wall sign within the proposed assemblage. No wall sign shall be issued a sign permit for any building for which a signage plan has been submitted or approved that is not included in or is not in conformity with the applicable signage plan. The master signage plan need not show the specific message content for any individual sign contained therein, so as to provide for change in business occupancy which may from time to time occur within the building:
  - 1 In all Business and Industrial Zoning Districts, the building owner may submit for approval to the Community Planning and Development Commission (CPDC), a master signage plan in accordance with the provisions of Section 8.2.6.4.1. The CPDC may issue a Certificate of Appropriateness for the building showing the allocation within the maximum sign area as allowed according to Table 8.2.3. hereof among wall signs for businesses within the building. This master signage plan shall show the size, placement, materials, framing, graphic and design standards for each such sign and the assemblage thereof proposed within said allowable maximum sign area, together with proposed lighting and methods of attachment of all such signs. Once the Certificate of Appropriateness has been approved by the CPDC, the Building Inspector shall issue a sign permit for any individual business sign if it conforms to the master signage plan.

### **8.2.6.3 Signs in Business-A Zoning Districts**

#### **Allowed Signs (also specified in Table 8.2.3)**

- Free-Standing
- Wall
- Projecting
- Internally illuminated

**Prohibited Signs**

- Banners as permanent signs
- A free-standing and wall sign for buildings that are not multi-tenant

All internally illuminated signs shall have a background or signboard that completely blocks illumination or glow such that light is only visible through the letters and graphics. All illuminated signs shall be turned off at the close of business.

A lot which contains not more than one establishment shall be allowed one free-standing sign or one wall sign or one projecting sign only.

A lot which contains more than one establishment shall be allowed a maximum of the following signs, all of which shall in every respect conform to the requirements of this Section:

- One free-standing sign identifying the property, and
- One wall or projecting sign per business occupying the ground floor and front wall of the building, except in cases where the provisions of Paragraph 8.2.6.2.L. are utilized, and
- One joint identification sign listing the names and logos of the establishments on the premises but containing no other advertising matter, mounted either on an appropriate building wall or on two posts, provided that such joint identification sign shall not exceed four (4) square feet in sign area, shall not exceed eight (8) feet in height, and shall not be located within a front, side, or rear yard as required in Subsection 6.0. hereof.

**8.2.6.4 Signs in Business-B Zoning Districts****Allowed Signs**

- Wall
- Projecting
- Awning Sign
- Externally illuminated signs

**Prohibited**

- Free-Standing (except as permitted at service stations or by special permit)
- Internally illuminated signs
- Banners as permanent signs

No sign permit shall be issued for any permanent sign in the Business-B Zoning District without the sign having been granted a Certificate of Appropriateness (Subsection 8.2.6.4.1). Freestanding, wall and projecting signs permitted in any Business-B Zoning District are specified in Table 8.2.3 No internally illuminated, or Reader Board signs shall be permitted anywhere in a Business-B Zoning District. Free-standing signs will be allowed only for service stations or by special permit from the CPDC. Signs for properties containing more than one establishment:

For a lot which contains more than one business, a Certificate of Appropriateness may be granted for more than one sign, and a maximum of the following signs are allowed, all of which shall in every respect conform to the requirements of this Section:

- A business occupying the ground floor is allowed two (2) signs if one sign is a wall sign and the second one is a projecting / blade sign, an awning sign, or a wall sign that is located on a different building façade than the first wall sign.

The allowable sign area for the primary sign is 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 in accordance with Table 8.2.3. The secondary sign area shall not exceed half of the sign area allowed for the primary sign located on the principal frontage.

- b One joint identification is allowed listing the names and logos of establishments on the premises provided the following conditions are met:
  - No additional advertising
  - Shall be mounted on the building wall closest to the entrance
  - Shall not exceed four (4) square feet in sign area
  - Shall not exceed eight (8) feet in height
  - Shall not project beyond the property line
- c Allowance for an Additional Wall Sign: In addition to signs allowed above, a street address sign shall be permitted as follows:
  - Not to exceed four (4) square feet in sign area
  - Not to exceed six (6) feet in sign height
  - Shall only display the street address and number of the property

#### **8.2.6.4.1 Certificate of Appropriateness / Community Planning and Development Commission (CPDC)**

The CPDC shall establish procedures for receiving and reviewing applications for signs in the Business B Zoning District, and for providing written decisions to the Building Inspector. The CPDC shall, in reviewing such applications, consider the design, arrangement, location, texture, materials, colors, lighting, and other visual characteristics of each proposed sign and its compatibility with its general surroundings with regard to the purposes outlined in Paragraph 8.1.

If the CPDC shall refuse to issue a Certificate of Appropriateness for any proposed sign, it shall state in writing the reasons therefore, with suggestions as to how the proposal may be modified so as to be approved.

If the CPDC shall fail to issue or refuse to issue a Certificate of Appropriateness within forty-five (45) days of the date of a completed application being submitted, the Certificate shall be deemed to have been issued. An appeal from any decision of the CPDC may be made within twenty days of such decision being filed with the Town Clerk, to the Board of Selectmen, who may uphold, modify or overrule the action of the CPDC and grant a Certificate of Appropriateness. In those cases where proposed signs are included as part of plans for approval under Site Plan Review (Section 4.6) or PRD Special Permit review (Section 11.2), a Certificate of Appropriateness separate from such approval shall not be required and shall be combined with the review of said permit.

#### **8.2.6.5 Signs in Business-C Zoning Districts**

##### **Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally illuminated signs

**Prohibited Signs**

- Banners as permanent signs
- A free-standing and wall sign for buildings that are not multi-tenant

The allowed signs in the Business-C Zoning District are subject to the corresponding provisions of Paragraph 8.2.6.3. (Business-A). In addition, a wall sign consisting only of the name and corporate logo of the principal occupant of a building located within eighteen hundred feet of the centerline of an Interstate Highway may be displayed between the top course of windows and the parapet of such building provided that sign area not exceed fifty percent of the surface area described by the tops of such windows, the parapet, and the wall corners, that letters and logo contained in or constituting such sign shall not exceed eight feet in height, that the lowest point of such sign shall not be closer than 48 feet above the ground immediately below, that such sign shall not be illuminated between the hours of 11:00 p.m. and sunrise, and that such sign shall be located on the building wall most directly facing said highway.

**8.2.6.6 Signs in Industrial Zoning Districts****Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally illuminated

**Prohibited Signs**

- Banners as permanent signs
- A free-standing and wall sign for buildings that are not multi-tenant

The allowed signs in the Industrial zoning district should conform to the provisions of Section 8.2.6.5 (Business-C). In conjunction with a Special Permit to Construct a Planned Unit Development (PUD) granted in accordance with Section 11.1. hereof, the Community Planning and Development Commission (CPDC) may, consistent with Subsection 8.1., allow modifications to any provision of this Section. The CPDC may allow one additional free-standing sign, not to exceed thirty-five feet in height or 144 square feet in sign area, in that portion of the PUD parcel's landscaped perimeter buffer area most closely adjacent to Route 128 but not closer than 500 feet from any other public street existing at the time of submission of a relevant Preliminary PUD Plan.

**8.2.6.7 Signs in a PUD**

Notwithstanding anything in this Section 8.2 to the contrary, signs are allowed or permitted in a PUD only in accordance with Section 11.1.5.6. of these bylaws.

**8.2.6.8 Signs in Residential Districts****Allowed Signs**

- Wall
- Projecting
- Externally illuminated signs

**Prohibited**

- Internally illuminated signs
- Free-standing signs (except as allowed by special permit)

- Banners as permanent signs

Except for identification signs (8.2.4.i) or signs allowed in Subsection 8.2.6.1, no sign in any Residential Zoning District shall be illuminated in any manner. Decorative non-commercial banners or flags displayed on residential lots shall not be construed as signs for purposes of this bylaw. In connection with any Special Permit to Construct a Planned Residential Development (PRD) granted in accordance with Section 11.2. hereof, the Community Planning and Development Commission may allow modifications to any provision of this Section which is not inconsistent with the Purposes of this Section as specified in Subsection 8.2.1.

#### **8.2.7 Removal of Defunct Signs**

In the event a business, other than a seasonal business, ceases operations for a period of time in excess of thirty days, the sign owner or lessee, or the property owner, shall immediately remove any identification or advertising of said business or any product or service sold thereby. If the sign conforms to the provisions of this Section, and if a permit has been requested within said thirty-day period for altering the same sign in conformity with this Section to identify a new business in the same location, such alteration shall be allowed. Changes in legend on any directory sign shall be exempt from the provisions of this paragraph.

#### **8.2.8 Nonconforming Signs**

A nonconforming sign may not be enlarged or altered in any way which would increase its nonconformity. Should any nonconforming sign be damaged by any means to an extent of more than fifty percent of its replacement cost at the time of damage, it shall not be reconstructed except in conformity with the provisions of this Section 8.2.

#### **8.2.9 Signs by Special Permit**

The CPDC may grant a Special Permit for a free-standing sign within the side setbacks identified in Table 8.2.3 or Section 8.2.6.3 if it finds that the sign complies with the purposes of this by-law, abutting properties are not unreasonably impacted by sign placement, and the sign conforms in all other respects with Section 8.2 with specific attention to Section 8.2.5.a regarding impact on traffic and pedestrian safety.

- a The CPDC may grant a Special Permit for a free-standing sign in the Business-B or Residential Zoning Districts if it finds that the sign complies with the purposes of this bylaw, abutting properties are not unreasonably impacted by sign placement and there is no negative impact on traffic and pedestrian safety. The CPDC may consider the following items when reviewing the Special Permit request, considerations for the character of the surrounding neighborhood, the principal use of the property or business, the location of the parking, landscaping in the front yard setback and other signs on the property.

## ~~8-1~~ 8.0 SIGN REGULATIONS

~~Signs perform important functions in the community such as communicating messages~~

~~8.1 The sign regulations contained herein are intended to: 1) facilitate efficient communication; 2) avoid conflict between signs and providing information about goods or other features of the streetscape; 3) support economic vitality and services available. Because signs potentially have detrimental impact on the visual opportunity; and perceptual environment, signs must be regulated. It 4) encourage compatibility and harmony with surrounding buildings, land and land uses.~~

~~8-2 Thus, it is the intent of Section 8.0 of the zoning by-law to protect property values, create bylaw to balance the need for communication, economic vitality and free speech with the desire for an attractive business climate, enhance and protect the physical appearance of community with signage that is complimentary in scale and vernacular to its context and the community and to encourage the most appropriate use character of the land. This Town. Section 8.0 will also assist those installing signs within the Town of Reading by setting forth the process governing the application, installation, and maintenance of such signs.~~

### ~~8-2-2~~ 8.1.1 Applicability

~~A~~ Within the territorial borders of the Town, a sign may be erected, placed, established, painted, created or maintained only in conformity with the provisions of this Section.

### 8.1.2 Administration

The Building Inspector is hereby empowered to:

~~a~~ administer this bylaw which includes the issuance of sign permits where the proposed sign conforms to this bylaw and all other applicable bylaws of the Town;

~~b~~ keep records of any application received, permits and orders issued, inspections made;

~~c~~ order the correction of any work which is being or has been improperly done under a permit, or is done in contravention of the terms and conditions of a permit or of this bylaw or any other bylaw of the Town;

~~d~~ order the cessation of work that is proceeding in contravention of this bylaw or any permit issued pursuant to this bylaw;

~~e~~ revoke a permit where there is a violation of any term or condition of the permit or a contravention of this bylaw or any other bylaw of the Town;

~~f~~ order the removal of a sign for which there is no valid and subsisting permit or which sign does not conform to this bylaw or any other bylaw of the Town;

~~g~~ order the painting, repair, alteration or removal of any sign which has become dilapidated or is abandoned, or which, based on its structure, composition or materials, constitutes a hazard to the property or to public safety.

### 8.1.3 Permit Required

~~No person shall construct, place, erect, display, alter, repair, or relocate a sign, unless exempted by this Section without a valid sign permit issued pursuant to this bylaw.~~

### ~~8-2-3~~ 8.1.4 Zoning Districts

The zoning districts are as shown on the official zoning map which is on file with the Engineering Department and the Town Clerk's Office and can also be found on the Town website. Reading has also adopted a Downtown Smart Growth District (DSGD) and a Gateway Smart Growth District (GSGD). Please refer to Section 10.5 for DSGD regulations and Section 10.4 for GSGD regulations. For information about signage permitted within a Planned Unit Development (PUD-I or PUD-B), and a Planned Residential Development (PRD), please refer to Section 11.0.

**8.1.5 Navigating the Sign Bylaw**

Any person wishing to construct, place, erect, display, alter, repair or relocate a sign, is advised to adhere to the following process:

1. Determine the zoning district of the property containing or to contain such sign (see Zoning Map or Town of Reading online GIS mapping system);
2. Determine the sign regulations within that zoning district (see Table 8.6);
3. Consult with the Town’s Community Development Director;
4. Submit a Sign Permit Application to the Building Inspector.

**8.2 Definitions**

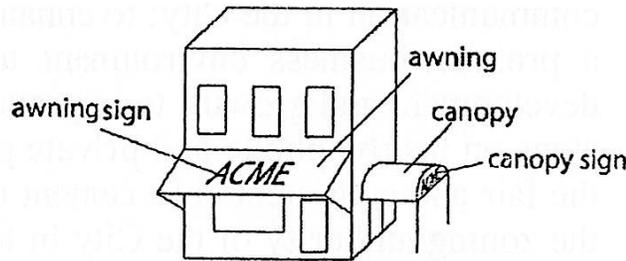
For the purposes of Section 8.0., the following terms shall have the meanings hereby assigned to them:

**A-Frame or Sandwich Board Sign:** A portable sign that can stand upright without additional supports and that has no attachments such as balloons, flags, banners, lights, reflectors, etc.

**Adult Language:** Words that are commonly considered profane or obscene.

**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.

**Awning Sign:** A sign painted on or attached to the cloth, canvas or metal cover of a movable or stationary frame of the fixed, hinged, rolled or folding type of awning.



**Banner or Pennant:** Any sign of flexible lightweight fabric or similar material that is mounted or affixed at one or more edges.

**Beacon:** A stationary or revolving light, not primarily illuminating a sign, which flashes or projects illumination, single color or multi-colored, in any manner which is intended to attract or divert

attention, except any such fixture which is required by the Federal Aviation Administration or a similar agency, and is installed and operated under the safety regulations of such agency.

**Billboard:** A large, off-premises, outdoor board for displaying advertisements that are either static or that change by an electronic process or by remote control.

**Bulletin Board:** AnyA permanent non-electronic sign erectedthat is located on property that is owned or operated by a charitable, educational, or religious institution or a public body on its property for purposes offor announcing events which are held on the premises, and contains no commercial information.

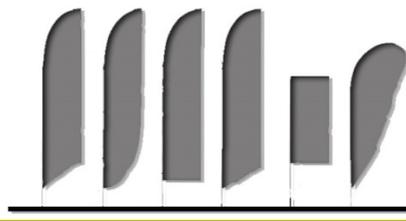
~~**Commercial Message:** Any sign wording, logo or other representation that directly or indirectly names, advertises, or calls attention to a business, product, service, sale or sales event or other commercial activity.~~

**Electric Sign:** Any sign containing electric wiring. This does not include signs illuminated by an exterior floodlight source.

**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.~~

**Façade:** The ~~area of the~~ face of a building, typically the principal or front wall ~~of a building.~~

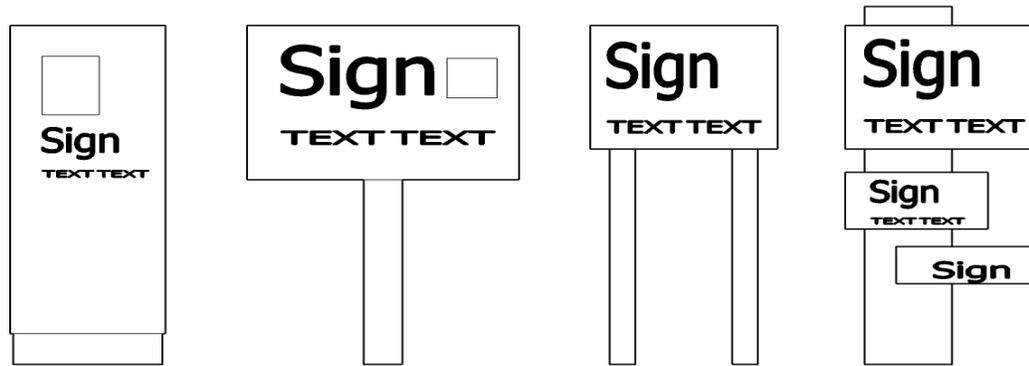
**Feather Banner:** A temporary sign of flexible, lightweight fabric or similar material that is supported along one edge and mounted to a ground base or staked in the ground and intended to blow in the wind to attract attention. Also called a Wind Flag.



Example of Feather Banner or Wind Flag

**Flashing Sign:** Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. For the purpose of this Bylaw, any moving illuminated sign shall be considered a flashing sign.

**Free-Standing Sign:** Any and everyA sign erected on or permanently affixed to the land, and maintained on a freestanding frame, mast or pole not attached to any building, and not including any and every sign that is not attached to a buildingmonument signs.



Common Free-Standing Sign Types

**Government Sign:** A sign that is constructed, placed or maintained by the Federal, State, or Local government or a sign that is required to be constructed, placed or maintained by the Federal, State, or Local government either directly or to enforce a property owner's rights.

**Halo Lighting:** Light showing A form of internal illumination in which light is only emitted from the back of or from within a letter or graphic shape –out towards the surface that on which the letter or graphic is mounted on –without having any light visible through the face or sides of the letter or graphic.

**HALO LIGHTING**

**Informational and**

**Identification Sign:** A sign which contains areas that are made available for use by the individual structures or commercial uses operating on the same lot.

**Illuminated Sign:** A sign characterized by the use of artificial light projecting through the letters or graphics of an opaque sign surface(s) [Internally Illuminated] or reflecting off of the sign surface(s) [Externally Illuminated].

**Instructional or Directional Signage:** A sign that has a purpose secondary to the –use of the lot on which it is located, such as “no parking, private parking, enter, exit, one-way, street address or drive-thru teller” those required for the safe flow of vehicular or pedestrian traffic or to enforce government regulations.

#### **Identification Sign:**

**Joint Identification Sign:** A sign which serves as common or collective identification for a group of persons or businesses operating on the same lot and which contains the names and logos of establishments but no advertising or promotional information.

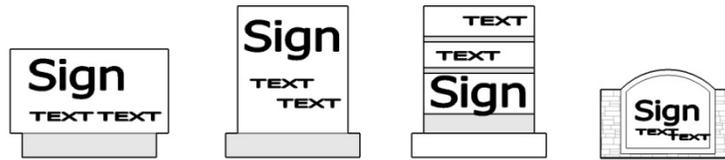
**Area Identification Sign:** A sign, located at the site entrance(s), identifying a common area containing a group of structures, or a single structure containing several uses.

Marquee A canopy or covering structure projecting from and attached to a building and bearing a signboard or copy.

**Marquee Sign:** Any sign attached to or made part of a marquee, ~~that is, any permanent canopy or structure projecting beyond and extending along a building wall.~~



**Monument Sign:** A ~~free-standing~~ sign ~~with a low height configuration~~ permanently affixed to which ~~extends from~~ the ground ~~at its base and not mounted on a pole,~~ or has support which places the bottom of the sign less than two (2) feet from the ground.



Common Monument Sign Types

**Off-Premises Sign:** (Alternate using IMLA guide): 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~~ goods, products, services or commercial uses which are not sold, manufactured or distributed on or from the premises, facility or site on which the sign is located, including any outdoor advertising billboard, signs affixed to vehicles, Animated Sign or Electronic Sign on which display space may or may not be leased or rented.

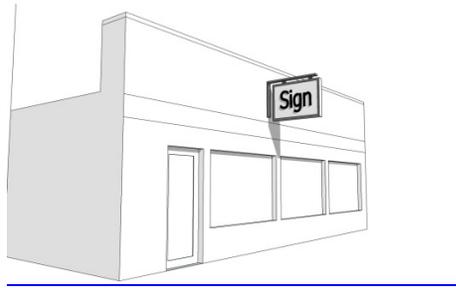
**Original Art Display:** A work of fine art that is displayed in conjunction with a commercial enterprise with the permission of the property owner, but for which the commercial enterprise does not receive direct commercial gain. An original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display.

**Outdoor Advertising:** A sign which advertises goods, products or services which may or may not be not sold, manufactured or distributed on or from the premises or facilities on which the sign is located.

**Portable Sign:** Any sign not permanently attached to the ground or any permanent structure, or any sign primarily designed to be transported in any way, regardless of modifications that limit its movability, including-

- — signs converted to "A" or "T" frames;
- and/or menu and sandwich-board signs.

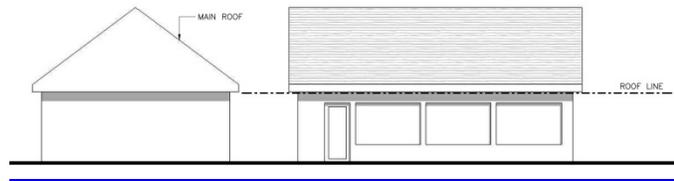
**Projecting ~~and/or~~ Blade Sign:** A sign which is affixed to a building or other structure where the sign face is approximately perpendicular to the building facade.



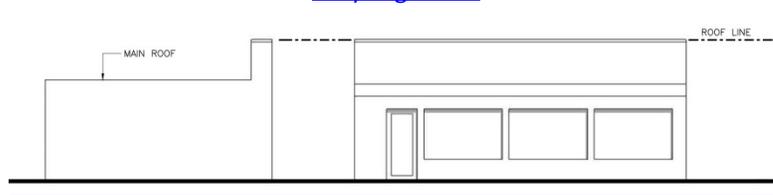
**Reader Board or Menu Board:** A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign or signboard. A sign on which the message changes more than eight times per day shall be considered an Animated or Electronic sign.

Relief Sign: a sign that is embedded, extruded or carved into the material of a building façade.

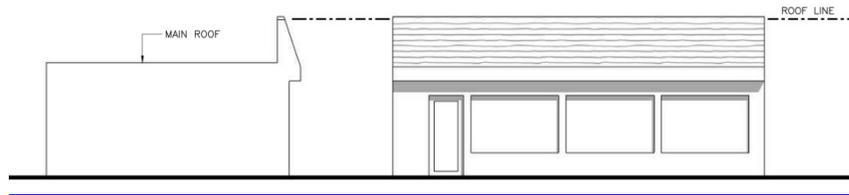
Roof Line: the underside of the eave of a peaked roof or, in the case of an extended façade or parapet, the uppermost point of said façade or parapet.



Sloping Roof



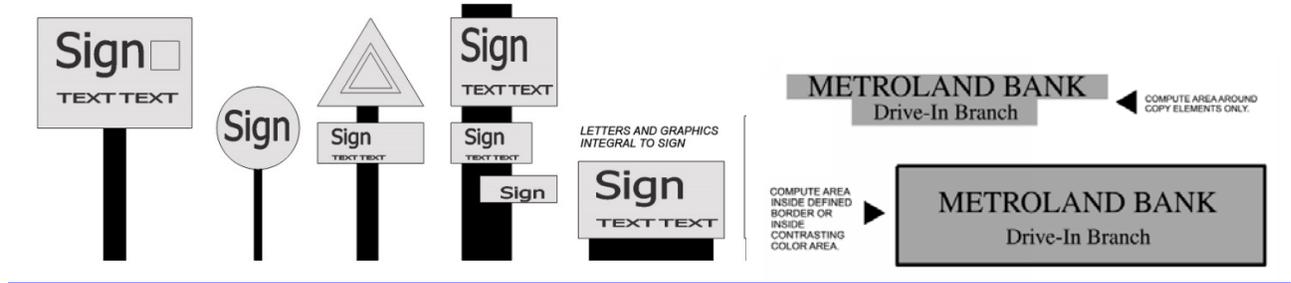
Flat Roof



Mansard Roof

Sign: A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business and where sign area means the space enclosed within the extreme edges of the sign for each face, not including the supporting structure or where attached directly to a building wall or surface, the outline enclosing all the characters of the word. Signs located completely within an enclosed building, and not exposed to view from a street, shall not be considered a sign for the purposes of the bylaw herein. Each display surface of a sign or sign face shall be considered to be a sign.

**Sign Area:** The area contained entirely within the signboard ~~(the flat surface of durable material upon which letters or other graphic content of a sign is displayed)~~ or if no ~~sign boards~~signboard is present, the area contained entirely within the smallest rectangle which completely encloses the outer extremities of all graphic material of a sign.



*Examples of Sign Area (shaded portion)*

**Signboard:** The flat surface of durable material upon which letters or other graphic content of a sign is displayed.

**Sign Height:** The distance from the base of the sign at normal grade to the top of the highest attached component of the sign or sign structure. Normal grade shall be construed to be the lower of:

- 1 Existing grade prior to construction, (a), or
- 2 The newly established grade after construction, (b), exclusive of any filling, -berming, mounding, or excavating solely for the purpose of locating the sign; (c). In cases in which the normal grade cannot be reasonably determined, sign height shall be computed on the assumption that the normal grade is the elevation of the nearest point of the crown of the public street (d) along which the lot has frontage or the grade of the land at the principal entrance (e) to the principal structure on the lot, whichever is lower.

~~**Temporary Sign:** Any sign which is used temporarily, relates to events of a temporary nature, or is not permanently mounted.~~

~~**Temporary Construction and Redevelopment Signs:** A temporary unlit free standing sign or wall sign affixed to a structure or fence identifying the project name, project team, project description and/or business to be conducted on the premises.~~

**8.2.3 Signs Permitted According to Zoning District**

Type	Permit Required	Max Sign	Max Sign	Setbacks:		Maximum Number
		Area (square feet)	Height (feet)	Front (feet)	Side (feet)	
<b>All Zoning Districts:</b>						
1. Personal Message	N	4	6	NA	20	1/lot
2. Identification (Joint or Area)	N	4	8(a)	NA	NA	1/lot
3. Construction	N	32	NA	NA	20	1
4. Subdivision Sales	(e)	48	NA	NA	NA	1/sub-division
5. Subdivision	(e)	24	NA	NA	NA	1/sub-division
6. Real Estate Sales	N	8(g)	6	NA	20	1/lot
7. Temp Open House	N	4	NA	NA	20	1/agency per lot
8. Garage and Yard Sale	N	4	NA	NA	20	1/lot
9. Informational-Directional	N	4	6	NA	NA	NA
10. Temporary Business	Y	16 or 30	(See Section 8.2.6.2.h)			
11. Portable A-Frame	Y	Regulated by the Board of Selectmen — Annual Permit				
<b>Business-A, Business-C and Industrial Zoning Districts:</b>						
12. Free-Standing	Y	50(d)	20	0	20(i)	1/lot
13. Wall	Y	2/4(e)	(a)	NA	10	1/business
14. Projecting / Blade	Y	8	(a)(h)	NA	10	1/business
<b>Business-B Zoning Districts:</b>						
15. Wall	Y	2(f)	(a)	0	0	2/businesses
16. Projecting / Blade	Y	8	(a)(h)	-4	0	1/business
17. Free-Standing (Service Stations only)	Y	35	14	0	20	1/lot

		<del>Max Sign</del>	<del>Max Sign</del>	<del>Setbacks:</del>		
<del>Type</del>	<del>Permit Required</del>	<del>Area (square feet)</del>	<del>Height (feet)</del>	<del>Front (feet)</del>	<del>Side (feet)</del>	<del>Maximum Number</del>
<del>18. Free Standing</del>	<del>SPP(j)</del>	<del>35(d)</del>	<del>10.5</del>	<del>0</del>	<del>20</del>	<del>1/lot</del>

**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 8.1.

~~d~~ May not be larger than 75 square feet, if more than one business occupies the lot. ~~\* See Section 8.2.6.4~~

~~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.

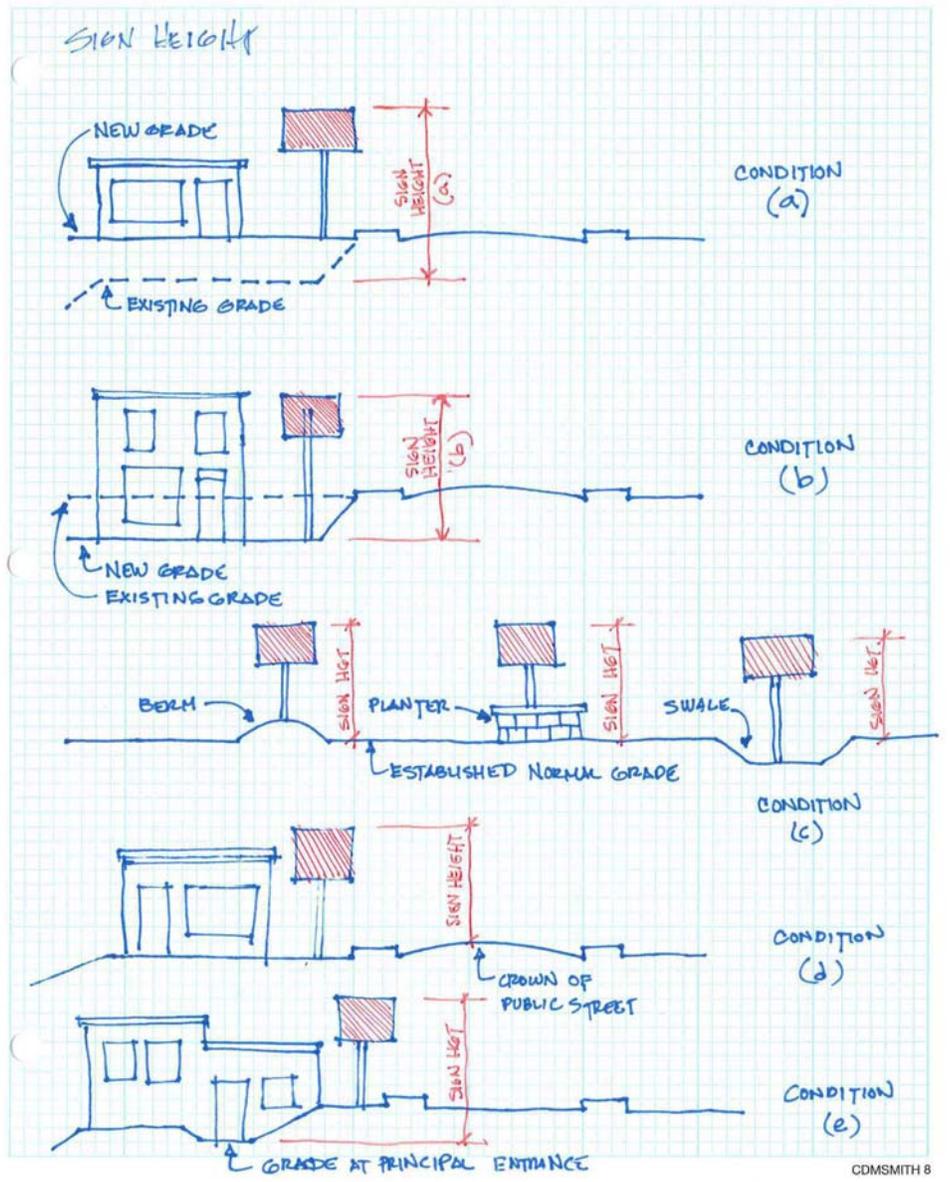
~~f~~ No wall sign for any non-residential establishment shall exceed a sign area equal to 2 square feet per linear footage of length of the front wall of the building occupied by the establishment to which the sign relates.

~~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. See Section 8.2.9 for Special Permit Criteria.

~~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 8.2.9.a for Special Permit Criteria.



**Temporary Sign:** An unlit banner, pennant, poster or advertising display constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and that is intended to be displayed for a limited period of time.

**Wall-Mounted Sign:** A sign affixed directly to or painted on or otherwise inscribed on an exterior wall and confined within the limits thereof of any building and which projects from that surface less than twelve (12) inches at all points.

<b>ILLUMINATED</b>	<b>SIGNBOARD</b>	 <b>Dimensional Graphics</b>	<b>signed graphics</b>
			

Examples of Wall-Mounted Signs**8.2.4 8.3 Exempt / Authorized Signs**

Signs for which no sign permit is required are identified in Table 8.26 and Section 8.3 and Section 8.2.4 herein. The following signs are exempt from this Section 8.0 authorized in every district and may be installed without upon receipt of a building permit, (as needed), provided that the following is complied with:

a. Authorized signs Government signs in every zoning district which form the expression of this government when erected and maintained according to law. Such signs may be installed or required to be installed by the Town of Reading ~~or~~, the Commonwealth of Massachusetts, or Federal Agencies, or with the express written permission thereof, ~~for and shall include~~ the purposes of traffic following:

i. Traffic control devices on private or public property must be erected and maintained to comply with the Manual on Uniform Traffic Control Devices (MUTCD) adopted in this state and if not adopted by this state, with the MUTCD adopted by the Federal Highway Administration.

ii. Each property owner must mark their property using numerals that identify the address of the property so that public safety departments can easily identify the address from the public street. The size and location of the identifying numerals and letters if any must be proportional to the size of the building and the distance from the street to the building. In cases where the building is not located within view of the public street, the identifier shall be located on the mailbox or other suitable device such that it is visible from the street.

iii. Where a Federal, State, or Local law requires a property owner to post a sign on the owner's property to warn of a danger or traffic to prohibit access to the property either generally or pedestrian safety specifically, the owner must comply with the Federal, State or convenience, identification of public facilities Local law to exercise that authority by posting a sign on the property.

iv. A flag that has been adopted by the Federal government, this State or streets, or for direction to same; public notices and warnings required by and erected by Town, State, or Federal Agencies the Local government may be displayed as provided under the law that adopts or regulates its use.

~~b. Instructional and Directional signs; building markers.~~

cb. Political signs on private properties or vehicles only, provided Signage that such sign shall not exceed sixis unlit and either less than 1 square feetfoot in sign area, shall not be placed in such location as to constitute a traffic or required by government regulation or pedestrian safety hazard, and shall not be displayed for more than forty two days prior to the applicable election or more than two days following such election- entity.

dc. Signs for on property occupied by churches and/or religious institutions or owned by other federally tax-exempt institutions.

~~e. Holiday lights and decorations which contain no commercial messages and which are displayed during the appropriate season.~~

~~f. Works of art which contain no commercial messages with prior Town Planner or CPDC written approval.~~

d. Original Art Displays

g. Fuel pump information signs, only as required by State law, are allowed and shall not affect the computation of allowable number of signs or aggregate sign size on a property.

h. Any sign within a structure, not attached to any window or door, which is not visible from other properties or from any street right-of-way.

i. Signs showing resident's name, historical plaque or marker, street address and/or name of a lawful home occupation taking place on the premises.

i ~~Temporary Construction Signs:~~

Temporary signs are permitted in all zoning districts as follows:

1. Each privately-owned property in Town shall be allowed during one (1) temporary sign that is no more than six (6) square feet in area.

2. In addition to the one (1) temporary sign, the following may be allowed:

i On a site for which construction has not begun, but which has been issued a building or demolition permit or has an approved site plan, one (1) additional temporary sign not exceeding 32 square feet in area or 8 feet in any dimension may be displayed for a period of up to 1 year. Upon written request and approval of the CPDC the display period for a temporary Redevelopment sign may be extended.

ii On a site that is under active construction, where a demolition or building permit has been issued and where at least site preparation work has commenced. ~~Temporary Redevelopment signs shall be allowed for sites that have, one (1) additional temporary sign not begun construction, but have been issued a building or demolition permit or have an approved site plan. The maximum size of Temporary Construction/Redevelopment Signs shall not exceed~~exceeding 32 square feet in surface area or 108 feet in any dimension. ~~Temporary Redevelopment signs~~ may be displayed for a period of up to 1 year. ~~Upon written request and approval of the CPDC the display period for a Temporary Redevelopment sign may be extended.~~ Temporary Construction signs shall be removed after the construction, repair or renovation work is completed or within 7 days after the issuance of a final occupancy permit.

~~k Temporary Subdivision Sales Signs and permanent Subdivision Identification Signs as approved in connection with the Definitive Plans for such subdivision and located at the principal entrance to the subdivision in an acceptable easement, not within any street right-of-way or access easement.~~

~~l Real Estate Sales Signs, including placards showing the words "Sold" or "Sale Pending or similar not exceeding one-third the size of the sales sign.~~

iii On a site for which a subdivision has been constructed and is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, one (1) additional temporary sign not exceeding 48 square feet in area or 8 feet in any dimension may be displayed. Temporary Real Estate signs for subdivisions shall be removed within fifteen (15) days following the date on which the contract of sale has been executed by a person purchasing the final lot/house.

iv On a site that is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, one (1) additional temporary sign not exceeding six (6) square feet may be displayed. ~~Temporary Open House signs, Real Estate signs shall be removed within fifteen (15) days following the date on which a contract of sale has been executed by a person purchasing the property.~~

~~mv~~On a day when a property owner is opening the property to the public, signs not exceeding four (4) square feet each, may be placed at a rate of one ~~per agency~~(1) sign per intersection per property and one (1) additional sign on the open house property.

~~nvi~~Garage / Yard Sale Signs, For up to seven (7) days before and three (3) days after a garage or yard sale, temporary signs not exceeding six (6) square feet may be displayed. Such signs shall be limited to one (1) additional sign located on the property on which the property on which

~~the garage~~ ~~for~~ yard sale is taking place, and one (1) at each of no more than two intersections of public streets.

~~vii~~ For a period of time beginning 60 days before a Town of Reading municipal election, a Commonwealth of Massachusetts election, or a federal election, and ending two (2) days after the date of the election, there shall be no maximum number of temporary signs permitted.

~~viii~~ Banners are allowed only as temporary signs four times a year for an annual total of 56 days with a sign permit.

~~e~~3. Any establishment located in a Business or Industrial Zoning District may display during hours of operation:

- ~~i~~ An "Open" Flag – with dimensional requirements A flag not to exceed ~~exceeding~~ four (4) feet by six (6) feet ~~and may contain decorative graphics, with a~~
- ~~A National or State Flag – with emblems of religious, educational, governmental organization or any federally tax-exempt organization, except when displayed in connection with commercial promotions or advertising. Dimensions shall not exceed four (4) feet by six (6) feet.~~
  - ~~A~~ minimum ground clearance of eight (8) feet shall be provided for flags that hang over walkways, sidewalks and entrances of businesses. Ground clearance shall be defined as the distance between the lowest hanging portion or bottom of the flag and the grade directly below.

## ~~8.2.5~~

### 8.4 Prohibited Signs, General

~~No private sign shall be~~ The following signs are prohibited in all zoning districts. See Section 8.5 Signs by Zoning District for specific prohibitions.

- ~~a~~ Private signs installed or placed on public property, except by express permission of the Town or as otherwise allowed herein. ~~The following signs are prohibited in any zoning district:~~
- ~~ab~~ Signs which interfere with traffic or pedestrian safety, including any which may obstruct ~~or interfere with~~ traffic or pedestrian visibility or movement at any intersection ~~or, along any public sidewalk,~~ into or out of any property, or which by reason of position, shape, or color ~~may interfere with,~~ may obstruct ~~blinking, flashing, or animation by lighting in any fashion can cause such signs to have the view appearance of, or be confused with any authorized traffic sign, signal, or device; or which makes use of the words "STOP," "LOOK," "DANGER," or any other word, phrase, symbol or character in such safety signs and lights, or municipal vehicle warnings from a manner as to interfere with, mislead or confuse motorists or pedestrians.~~ distance.
- ~~bc~~ Signs placed or painted on any tree (other than street address), rock (other than street address), utility pole (other than yard sale sign), traffic safety sign, or similar fixture; painted on any building wall, bench, pavement, parking bumper ~~or curb (other than a "Reserved" marking), or other similar outdoor surface.~~
- ~~ed~~ Internally illuminated signs, unless the background or signboard completely blocks illumination or glow except through the letters and graphics.
- ~~de~~ Signs ~~Flashing signs and signs~~ which contain a beacon of any type; which contain a spot light providing direct illumination to the public; which ~~flash,~~ revolve, rotate, move, or blink, or which fluctuate in light intensity; and ~~animated signs, that is, which use lighting to depict action or to create an illusion of movement or a special effect or scene.~~
- ~~ef~~ Any self-illuminated or backlit signs which use LCD, LED, electronic messaging or digital technology, neon or similar signs except as displayed on the inside of windows subject to the provisions of ~~Paragraph~~ Subsection 8.2-6-2-e-5.1c.

- ~~f~~ Free-standing signs in a Business B Zoning District (except as permitted at service stations).
- ~~g~~ Internally illuminated signs in a Business B Zoning District (except as permitted at service stations).
- ~~hg~~ Banners as permanent signs. ~~Banners are allowed only as temporary signs four times a year for an annual total of 56 days with a sign permit, refer to Section 8.2.6.2.h for full details.~~
- ~~i~~ Signs located on any portion of a lot except a front yard or a side yard directly abutting a public street.
- ~~jh~~ Signs which do not meet and are not maintained to meet the provisions of this Section and all applicable building, wiring, health, and safety codes; ~~or which are not neatly and legibly lettered.~~
- ~~ki~~ Reader Board Signs ~~are not allowed~~ except as price displays at gas stations.
- ~~tj~~ Balloons or tethered blimps used as signs, a movable poster or panel sign, umbrellas containing any commercial message; ~~or~~ signs attached to or painted ~~on~~ vehicles ~~traveling or~~ parked on, or visible from any public right-of-way, unless such vehicle is used in the normal day-to-day operation of a business.
- ~~mk~~ Off-Premises Signs, with the exception of temporary signs.
- l Billboards
- m Signs affixed on or above the roofline of a structure.
- n Wind Banners and Feather Flags
- o Signs that contain adult language.

A-Frame and Sandwich Board signs are permitted only within the Business B Zoning District, and only upon receipt of an annual permit from the Board of Selectmen.

**8-2-6 8.5 Signs by Zoning District**

~~Signs are allowed or permitted in each Zoning District and Signs are regulated by Zoning District as~~ specified in Table ~~8.2-36~~ and as follows:     

**~~8.2.6.1 Business or Commercial Signs in Residential Zoning Districts:~~**

~~Legal nonconforming business or commercial operations in any residential zoning district shall follow the Business B Zoning District regulations as specified in Subsection 8.2.6.4 except that such signs shall be set back a minimum of twenty feet from any other lot and shall not be illuminated except during hours of operation.~~

**~~8.2.6.2~~ 8.5.1 Signs in Business and Industrial Zoning Districts**

The following signs are allowed in all Business and Industrial Zoning Districts. In addition, please refer to Table ~~8.2-3-6~~.

- ~~a~~ **a** All awnings and canopies shall be impervious to light so that no illumination or glow can be seen through it. Awnings may contain letters up to four inches in height ~~stating only the name of the business and the street number~~ for a length not to exceed thirty-six inches without requiring a sign permit. Such lettering shall not count toward allowed sign area. All other awnings or canopies with lettering or graphics shall require a sign permit and count as part of the allowed sign area. All awnings and canopies shall have a minimum ground clearance of eight feet. Ground clearance shall be measured between the lowest point of the awning or canopy and the ground or sidewalk.

- ~~b~~ b Bulletin boards are allowed, provided that no free-standing or wall-mounted bulletin board may exceed twelve square feet in size.
- ~~e~~ c Window Signs ~~Window signs are encouraged on the inside surface of the glass;~~ Permanently affixed, weather resistant, individual letters that are not subject to wear and tear are permitted on the exterior of the window. Window Signs on the inside surface of the glass are preferred. Temporary or permanent signs may without permit be attached to the inside of the glass surface of a window (a single structurally supported sheet of glass or a sash) or door, or placed within the premises ~~closer than~~within five feet ~~from~~of any window or door and situated or designed so that the sign's graphic content is visible from the outside through ~~an~~a window or door, provided that any such sign shall:
  - ~~1~~ 1 Be uniformly located only in thirty percent (30%) of the glass sheet or sash;
  - 2 Contain no letters larger than eight (8) inches in height;
  - 3 Be neat and professional in appearance and good order shall be maintained at all times. Not be restricted with respect to graphic or message content, whether of a permanent or temporary nature, nor be restricted with respect to materials;
  - 4 Have a sign area not to exceed six (6) square feet if the sign is not illuminated;
  - 5 In addition to the above, any illuminated sign shall be placed only in a window, and not in a door, and shall also:
    - ~~a~~ a Have a sign area not to exceed four (4) square feet;
    - ~~b~~ b Be placed no closer than ten feet from any other internally illuminated window sign on the premises. In cases where there is a door or other architectural break in the façade this buffer shall be reduced to seven (7) feet;
    - ~~e~~ c Be placed only in a window which contains no other signs of any type; and
- ~~Be~~ be illuminated only during hours of operation of the business establishment. ~~Notwithstanding the above, window signs shall also be~~
- ~~d~~ d Be allowed in conformity with the ~~provisions of Paragraph Subsection 8.2-6.2-h5.1d~~ below.
  - ~~d~~ d ~~Directional Instructional and informational signs displaying text only, no corporate logos, or slogans~~directional signs are allowed provided that such signs shall be limited to wall and free-standing signs with a maximum sign area of four square feet ~~of per~~sign area. One such sign, not exceeding six (6) feet in height, may be placed at each vehicular entrance or exit on a lot ~~to identify such entrance or exit~~ provided such sign does not constitute a traffic hazard; such signs shall not affect the computation of allowable number of signs or aggregate sign size on a property. One such sign, not exceeding six feet in height and four square feet of sign area, may be placed in conjunction
  - e with each drive-up bank teller window or machine provided that such sign shall not constitute a traffic hazard.
  - ~~e~~ e Marquee signs are prohibited except when ~~used in conjunction with~~and displayed on a property housing a legally permitted indoor movie theater and attached to the ~~outside wall~~marquee of the building, provided that the size of the marquee sign shall not exceed ~~twenty-four~~(24) square feet, and the bottom of the marquee sign shall not be of a height of less than 8 feet above the grade directly below.
  - ~~fg~~ g ~~Outdoor menu~~Menu boards are prohibited except:
    - ~~•~~ • ~~As a portable sign with a~~With an A-Frame sign permit issued by the Board of Selectmen.

- ~~When used in conjunction with~~ located on a lot containing a restaurant having a drive up window. No more than three menu boards are allowed. The maximum aggregate sign area is 100 square feet. No one menu board may exceed 50 square feet. Any lettering shall not be legible from any other property or any street right-of-way.
- ~~g~~ ~~Informational and directional signs are allowed in all business and industrial zoning districts with a maximum sign area of four square feet per sign in accordance with Table 8.2.3.~~
- hd** Temporary signs ~~intended for~~ located on a lot containing a business ~~openings and that is sponsoring an opening or re-openings opening,~~ open ~~houses, and~~ house, a special ~~sales and sale or a promotional events for an individual business event,~~ are allowed, provided that:
  - All temporary signs shall have received a sign permit from the Building Inspector;
  - The individual business shall place no more than four (4) such ~~signs~~ per calendar year for an annual total of 56 days (except in conjunction with an organized ~~Town-wide~~ common special event as specified below);
    - ~~All temporary signs shall have received a sign permit from the Building Inspector;~~
  - No such sign shall exceed sixteen (16) square feet in sign area or thirty (30) square feet in sign area for businesses that have a setback more than fifty (50) feet from the primary street upon which the business is located;
  - ~~Any such~~ Only one grand opening sign shall be ~~printed~~ permitted per business until the property undergoes a change of use or ~~legibly lettered on a rigid signboard or fabric banner; change of ownership.~~
  - In cases where renovation or construction includes removal of permanent signs, a temporary sign is allowed as follows:
    - Dimensions shall be the same as allowed for temporary signs
      - May be used as a permanent sign
    - May remain during construction provided the construction or renovation is expeditiously pursued
    - Must be removed upon the installation of the permanent sign
    - No such sign shall be placed so as to constitute a hazard to motorists or pedestrians;
    - If placed upon a window, any such sign shall be included in the aggregate window area specified in Paragraph 8.2.6.2.e5.1c above.
  - A temporary sign may be used as a permanent sign if it meets the requirements for a permanent sign in the zoning district in which it is located.
  - In the case ~~only~~ of common special events organized by a recognized association of businesses for which ~~events~~ a license or Civic Function Permit has been granted by the Board of Selectmen, an individual participating business may display a temporary sign ~~in conjunction with such an event, provided that such signs related to said events shall not exceed four per year. Grand opening events for a new business may display for fourteen (14) days, upon issuance of a sign permit. Non-illuminated temporary banners, flags, balloons and streamers provided they are mounted in a way that does not pose a hazard to pedestrian or vehicular traffic and sight lines.~~
  - Non-illuminated temporary banners, flags, balloons and streamers are allowed provided that they are mounted in a way that does not pose a hazard to pedestrian or vehicular traffic and sight lines as determined by the Zoning Enforcement Officer. ~~Only one grand opening sign permit per business may be issued until the property undergoes a change of use or change of ownership.~~

**ie** Farm Stands and Garden Stands which do not have permanent windows shall be allowed, without permit or limitation as to number or material, to display temporary signs identifying goods offered for sale on the premises, provided that such signs are kept in good order and that the aggregate total sign area of all such signs on a lot shall not exceed one square-foot per lineal feet of frontage of such lot. ~~Decorative noncommercial flags may be displayed for sale.~~

**jf** Clocks, not to exceed eight square feet in surface area per -side -or twelve feet in height, are allowed, ~~provided that they display no advertising or commercial material.~~

**kg** Time and temperature displays may be included in any free-standing or wall sign, and no more than twelve additional square feet of sign area may be added to the otherwise allowable sign area of such sign.

For

#### **8.5.1.1 Master Signage Plan**

~~† In all Business and Industrial Zoning Districts, where a commercial buildings containing building contains more than one business requiring wall signage, any wall sign provided for any such business must be in conformity with the requirements of this Section 8.0 and in accordance with the following stipulations concerning an overall master signage plan for such building. The master signage plan shall show not more than one wall sign per business within the building. However, at owner may submit for approval to the Community Planning and Development Commission (CPDC), a Master Signage Plan. At the owner's election discretion, not every business within the building need be provided with a wall sign within the proposed assemblage. No wall sign shall be issued a sign permit for any building for which a signage plan has been submitted or approved that is not included in or is not in conformity with the applicable signage plan. The master signage plan~~ The Master Signage Plan need not show the specific message content for any individual sign contained therein, so as to provide for change in business occupancy which may ~~from time to time~~ occur within the building.

~~† In all Business and Industrial Zoning Districts, the building owner may submit for approval to the Community Planning and Development Commission (CPDC), a master signage plan in accordance with the provisions of Section 8.2.6.4.1.~~

~~The CPDC may issue a Certificate of Appropriateness for the building showing the allocation within the maximum sign area as allowed according to Table 8.2.3. hereof among wall signs for businesses within the building. This master signage plan~~ Master Signage Plan shall show the size, placement, materials, framing, graphic and design standards for each ~~such~~ sign and the assemblage thereof proposed within said -allowable maximum sign area, together with proposed lighting and methods of attachment of all such signs. The Master Signage Plan shall be in conformance with the provisions of Table 8.6.

Once the ~~Certificate of Appropriateness~~ Master Signage Plan has been approved by the CPDC, the Building Inspector ~~shall~~ may issue a sign permit for any individual business sign if it conforms to the ~~master signage plan~~ Master Signage Plan.

#### **8.5.2 Signs in Business-A Zoning Districts**

Refer to Table 8.6 for additional regulations relating to signs in the Business A Zoning Districts.

#### **8.2.6.3 Allowed Signs (also specified in Table 8.2.3)**

- Free-Standing
- Wall-Mounted
- Projecting
- Internally or Externally illuminated

**Prohibited Signs – Specific to Business A (see also Section 8.4)**

- ~~• Banners as permanent signs~~
- ~~• A free-standing and wall sign for Single-tenant buildings ~~that~~ or lots are not multi-tenant allowed to~~
- ~~• All internally illuminated signs shall have a background or signboard that completely blocks illumination or glow such that light is only visible through the letters and graphics. All illuminated signs shall be turned off at the close of business. both a free-standing sign and a wall-mounted sign~~
- A Frame and Sandwich Board signs

**8.5.2.1 Signs in Business-A Zoning Districts - Special Regulations**

A lot or building which contains ~~not more than only~~ one establishment shall be allowed one free-standing sign ~~or~~OR one wall-mounted sign ~~or~~OR one projecting sign only.

A lot or building which contains more than one establishment shall be allowed a maximum of the following signs, all of which shall in every respect conform to the requirements of this Section:

- a** One free-standing sign identifying the property, and
- ~~b~~ One wall-mounted or projecting sign per business occupying the ground floor and front  ~~wall~~ of  ~~the~~  building,  ~~except in cases where~~   ~~the provisions of~~  Paragraph b 8.2.6.2.L. are utilized a Master Signage Plan allowing additional signage has been approved, and
- e** ~~c~~ One joint identification sign  ~~listing the names and logos of the establishments on the premises but containing no other advertising matter, mounted either on an appropriate building wall or on two posts, provided that such joint identification sign shall not~~ not to exceed four (4) square feet in sign area, shall not to exceed eight (8) feet in height, and  ~~shall not be~~  located within a front, side, or rear yard as required in Subsection 6.0. hereof.

All internally illuminated signs shall have a background or signboard that completely blocks illumination or glow such that light is only visible through the letters and graphics. All illuminated signs shall be turned off at the close of business.

**8.2.6.4 8.5.3 Signs in Business-B Zoning Districts Allowed Signs**

- ~~• Wall~~
- ~~• All Projecting~~
- ~~• Awning Sign~~
- Externally illuminated signs

**Prohibited**

- ~~• Free Standing (except as permitted at service stations or by special permit)~~
- ~~• Internally illuminated signs~~
- ~~• Banners as permanent signs~~

~~No sign permit shall be issued for any permanent sign~~ in the Business-B Zoning District ~~without the sign having been granted~~require a Certificate of Appropriateness (Subsection 8.5.3.2). Refer to Table 8.6.4.1). Freestanding, wall and projecting for additional regulations relating to signs permitted in anythe Business- B Zoning Districts.

**Allowed Signs**

- Wall-Mounted
- Projecting

- ~~Awning~~ District are specified in Table 8.2.3 No internally illuminated, or ~~Reader Board~~
- Externally Illuminated
- Halo-Lit
- A-Frame and Sandwich Board signs shall be permitted anywhere in a Business-B Zoning District. Free-standing signs will be allowed, but only for service stations or by special permit upon receipt of an annual permit from the CPDC Board of Selectmen.

**Prohibited Signs** for properties containing more than one establishment: **Specific to Business B (see also Section 8.4)**

- Free-Standing (except as permitted at service stations or by special permit)
- Internally Illuminated
- Reader Board

For a

**8.5.3.1 Signs in Business-B Zoning Districts - Special Regulations**

A lot or building which contains more than one business, may be granted a Certificate of Appropriateness may be granted for more than one sign, and a maximum of the following signs are allowed, all of which shall in every respect conform to the requirements of this Section:

- a A business occupying the ground floor is allowed two (2) signs if one sign is a wall-mounted sign and the second one is a projecting / blade sign, an awning sign, or a wall-mounted sign that is located on a different building façade than the first wall-mounted sign.

The allowable sign area for the primary sign is equal to 2 square feet per linear footage of the portion of length of the front wall of the building occupied by the establishment to which the sign relates in accordance with Table 8.2.36. The secondary sign area shall not exceed half of the sign area allowed for the primary sign located on the principal frontage.

- b Signage for businesses occupying the second floor may be allowed per a Master Signage Plan submitted for review and approval by the CPDC in accordance with Subsection 8.5.1.1 above.

- c One joint identification sign is allowed listing the names and logos of establishments on the premises provided the following conditions are met:

- No additional advertising is permitted
- Shall be mounted on the building wall closest to the entrance
- Shall not exceed four (4) square feet in sign area
- Shall not exceed eight (8) feet in height
- Shall not project beyond the property line

- e Allowance for an Additional Wall Sign: In addition to signs allowed above, a street address sign shall be permitted as follows:

- Not to exceed four (4) square feet in sign area
- Not to exceed six (6) feet in sign height

- Shall only display the street address and number of the property

~~8.5.3.2.6.4.1~~ **Certificate of Appropriateness / Community Planning and Development Commission (CPDC)**

The CPDC shall establish procedures for receiving and reviewing applications for signs in the Business B Zoning District, and for providing written decisions to the Building Inspector. The CPDC shall, in reviewing such applications, consider the design, arrangement, location, texture, materials, colors, lighting, and other visual characteristics of each proposed sign and its compatibility with its general surroundings with regard to the purposes outlined in ~~Paragraph~~Section 8.1.

If the CPDC shall refuse to issue a Certificate of Appropriateness for any proposed sign or Master Signage Plan, it shall state in writing the reasons therefore, with suggestions as to how the proposal may be modified so as to be approved.

If the CPDC shall fail to issue or refuse to issue a Certificate of Appropriateness within forty-five (45) days of the date of a completed application being submitted, the Certificate shall be deemed to have been issued. An appeal from any decision of the CPDC may be made within twenty days of such decision being filed with the Town Clerk, to the Board of Selectmen, who may uphold, modify or overrule the action of the CPDC and grant a Certificate of Appropriateness. ~~In those cases where proposed signs are included as part of plans for approval under Site Plan Review (Section 4.6) or PRD Special Permit review (Section 11.2), a Certificate of Appropriateness separate from such approval shall not be required and shall be combined with the review of said permit.~~

In such cases where proposed signs are included as part of a Site Plan Review (Section 4.6) or an application for a PRD Special Permit (Section 11.2), a separate Certificate of Appropriateness shall not be required.

~~8.2.6.5~~ **8.5.4 Signs in Business-C Zoning Districts ~~Allowed Signs~~**

- ~~• Free-Standing~~
- ~~• Refer to Table 8.6 for additional regulations relating to Wall~~
- ~~• Projecting~~
- ~~• Internally illuminated signs~~

**Prohibited Signs**

- ~~• Banners as permanent signs~~
- ~~• A free-standing and wall sign for buildings that are not multi-tenant~~

~~The allowed signs in the Business-C Zoning DistrictDistricts.~~

Signs allowed in Business-C Zoning Districts are subject to the ~~-~~corresponding provisions of Paragraph 8.~~5.2.6.3.~~(Signs in Business A Zoning Districts.

**Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally or Externally Illuminated signs

**Prohibited Signs – Specific to Business C (see also Section 8.4)**

- Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign
- A). In addition, a wall sign consisting only of the name Frame and corporate logo of the principal occupant of a Sandwich Board signs

**8.5.4.1 Signs in Business-C Zoning Districts - Special Regulations**

A building located within eighteen hundred (1800) feet of the centerline of an Interstate Highway may have an additional wall sign to be displayed between the top course of windows and the parapet of such building provided that all the following apply:

- the sign area not exceed fifty percent of the surface area described by the tops of such windows, the parapet, and the wall corners;
- that letters and logo contained in or constituting such sign shall not exceed eight feet in height;
- that the lowest point of such sign shall not be closer than 48 feet above the ground immediately below, ~~that such sign shall not be illuminated between the hours of 11:00 p.m. and sunrise, and that such sign shall be located on the building wall most directly facing said highway.~~
- that such sign shall not be illuminated between the hours of 11:00 p.m. and sunrise, and
- that such sign shall be located on the building wall most directly facing said highway.

**8.2.6.6**

**8.5.5**

**Signs in Industrial Zoning Districts ~~Allowed Signs~~**

- ~~Free-Standing~~
- ~~Wall~~
- ~~Projecting~~

Refer to Table 8.6 for additional regulations relating to signs in the Industrial Zoning Districts.

- ~~Internally illuminated~~

**Prohibited Signs**

- ~~Banners as permanent signs~~
- ~~A free-standing and wall sign for buildings that are not multi-tenant~~

The allowed signs in the Industrial zoning district should conform to the provisions of Section ~~8.2.6.5 (5.4 for Signs in Business-C Zoning Districts.~~

**Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally illuminated

**Prohibited Signs – Specific to Industrial Zones (see also Section 8.4)**

- Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign

- A Frame and Sandwich Board signs

### **8.5.5.1 Signs in Industrial Zoning Districts - Special Regulations**

In conjunction with a PUD Special Permit to Construct a Planned Unit Development (PUD) granted in accordance with Section 11.1. ~~hereof, the Community Planning and Development Commission (of the Zoning Bylaw, the CPDC)~~ may, ~~consistent with Subsection 8.1.,~~ allow modifications to any provision of this Section. ~~8.0.~~

The CPDC may allow one additional free-standing sign, not to exceed thirty-five feet in height or 144 square feet in sign area, in that portion of the PUD parcel's landscaped perimeter buffer area most closely adjacent to Route 128 but not closer than 500 feet from any other public street existing at the time of submission of a relevant Preliminary PUD Plan.

### **8.2.6-78.5.5.2 Signs in a PUD**

Notwithstanding anything in this Section 8.20 to the contrary, signs are allowed or permitted in a PUD only in accordance with Section 11.1.5.6. of these bylaws.

### **8.2.6-88.5.6 Signs in Residential Zoning Districts Allowed Signs**

- ~~Refer to Table 8.6 for additional regulations relating to~~ Wall
- ~~Projecting~~
- ~~Externally illuminated~~ signs

#### **Prohibited**

- ~~Internally illuminated signs~~
- ~~Free-standing signs (except as allowed by special permit)~~
- ~~Banners as permanent signs~~

~~Except for identification signs (8.2.4.i) or signs allowed in Subsection 8.2.6.1, no sign in any~~ the Residential Zoning Districts.

#### **Allowed Signs**

- Wall
- Projecting ~~District shall be illuminated in any manner.~~
- Decorative ~~non-commercial~~ banners or flags displayed on residential lots shall not be construed as signs for purposes of this bylaw. ~~In connection with any Special Permit to Construct a Planned Residential Development (PRD) granted in accordance with Section 11.2. hereof, the Community Planning and Development Commission may allow modifications to any provision of this Section which is not inconsistent with the Purposes of this Section as specified in Subsection 8.2.1.~~

#### **Prohibited Signs – Specific to Residential Zones (see also Section 8.4)**

- Internally illuminated signs
- Free-standing signs (except as allowed by special permit)
- A Frame and Sandwich Board signs

### 8.5.6.1 Signs in Residential Zoning Districts - Special Regulations

In conjunction with a PRD Special Permit granted in accordance with Section 11.2, the CPDC may allow modifications to any provision of this Section 8.0.

### 8.5.6.2 Business or Commercial Signs in Residential Zoning Districts:

Legal nonconforming business or commercial operations in any residential zoning district shall follow the Business B-Zoning District regulations as specified in Subsection 8.2.6.4 except that such signs shall be set back a minimum of twenty feet from any other lot and may be externally illuminated only during hours of operation.

### ~~8-2-78.~~8.5.7 **Removal of Defunct Signs**

In the event a business, other than a seasonal business, ceases operations for a period of time in excess of thirty days, the sign owner or lessee, or the property owner, shall immediately remove any identification or advertising of said business or any product or service sold thereby. If the sign conforms to the provisions of this Section, and if a permit has been requested within said thirty-day period for altering the same sign in conformity with this Section to identify a new business in the same location, such alteration shall be allowed. Changes in legend on any directory sign shall be exempt from the provisions of this paragraph.

### ~~8-2-88.~~8.5.8 **Nonconforming Signs**

A nonconforming sign may not be enlarged or altered in any way which would increase its nonconformity. Should any nonconforming sign be damaged by any means to an extent of more than fifty percent of its replacement cost at the time of damage, it shall not be reconstructed except in conformity with the provisions of this Section 8.2.

### ~~8-2-9~~ 8.5.9 **Signs by Special Permit**

The CPDC may grant a Special Permit for a free-standing sign within the side setbacks identified in Table ~~8.2-36~~ or ~~Section 8.2-Table~~ 6.3 if it finds that the sign complies with the purposes of ~~this by-law, Section 8.0, that~~ abutting properties are not unreasonably impacted by ~~the~~ sign placement, and ~~that~~ the sign ~~conforms in all other respects with Section 8.2 with specific attention to Section 8.2.5.a regarding~~ will have no detrimental impact on traffic and pedestrian safety.

~~a~~

The CPDC may grant a Special Permit for a free-standing sign in the Business-B ~~or~~ Residential Zoning Districts if it finds that the sign complies with the purposes of ~~this by-law, Section 8.0, that~~ abutting properties are not unreasonably impacted by ~~the~~ sign placement, and ~~there is that the sign will have~~ no ~~negative detrimental~~ impact on traffic and pedestrian safety. The CPDC may consider the following ~~items~~ when reviewing the Special Permit request, ~~considerations for:~~ the character of the surrounding neighborhood; ~~the~~ principal use of the property or business; ~~the~~ location of the parking; ~~the~~ landscaping in the front yard setback; and ~~the presence of~~ other signs on the property.

**8.6 Table of Signs Permitted by Zoning District**

Type	Permit Req'd	Dimensions		Setbacks		Number	Time Period
		Area (SF)	Height (feet)	Front (feet)	Side (feet)		
<b>All Zoning Districts:</b>							
Government Signs & Flags	N	NA	NA	NA	NA	NA	
Signs on Federally Tax Exempt properties	N	NA	NA	NA	NA	NA	
Unlit Instructional or Directional Signs	N	1	NA	NA	NA	NA	
Unlit Identification Signs	N	1	8(a)	NA	NA	NA	
Original Art Displays	N	NA	NA	NA	NA	NA	
Fuel Pump Signs	N	NA	NA	NA	NA	NA	
Non-visible Indoor Signs	N	NA	NA	NA	NA	NA	
<b>Temporary Signs</b>	N	6	NA	NA	NA	1/lot	NA
Site w/Active Building or Demo Permit	N	32 (4x8)	NA	NA	20	+1/lot	1 year
Site Under Construction	N(c)	32 (4x8)	NA	NA	20	+1/lot	1 year
Subdivision for Sale	N(c)	48 (6x8)	NA	NA	NA	+1/subdivision	Sale +15
Site For Sale	N(c)	6(g)	6	NA	NA	+1/lot	Sale +15
Day of Open House	N	4	NA	NA	NA	+1/lot & +1/intersection	1 day
Site w/Garage Sale	N	6	NA	NA	NA	+1/lot & +1 for each of 2 intersections	7 days before & 3 days after
Municipal, State or Federal Election	N	NA	NA	NA	NA	No Maximum	60 days before & 2 days after
Banners	Y						56 days
<b>Business-A, Business-C and Industrial Zoning Districts:</b>							
Free-Standing	Y	50(d)	20	0	20(i)	1/lot (k)	
Wall-Mounted	Y	2/4(e)	(a)	NA	10	1/business (k)	
Projecting / Blade	Y	8	(a)(h)	NA	10	1/business (k)	
Temporary Flag	Y	24 (4x6)	Ground clearance of 8 feet required.			1/business	Hours of operation
Temporary Business Sign	Y	16 or 30	See Section 8.5.1d			4/year	56 days
Special Event Sign	Y	NA	See Section 8.5.1d			4/year	14 days
Awnings & Canopies	N	Must be opaque. Letters may not exceed 4" in height.					
Other Awnings & Canopies	Y	Letters greater than 4" in height – will count toward sign area. Ground clearance of 8 feet required.					
Bulletin Boards	N	Maximum of 12 SF allowed.					
Window Signs	N	See Section 8.5.1c.					
Clocks		May not exceed 8 SF per side or 12 feet in height.					
Time/Temperature		May be included as part of a free-standing or wall-mounted sign.					

<a href="#">Displays</a>		<a href="#">May not add more than 12 SF of additional area to sign.</a>					
<a href="#">Farm/Garden Stand Sign</a>	<a href="#">N</a>	<a href="#">Total of all signs may not exceed 1 SF/linear foot of lot frontage</a>					
<b><a href="#">Business-B Zoning Districts:</a></b>							
<a href="#">A-Frame</a>	<a href="#">Y</a>	<a href="#">Regulated by the Board of Selectmen – Annual Permit</a>					
<a href="#">Wall-Mounted</a>	<a href="#">Y</a>	<a href="#">2(f)</a>	<a href="#">(a)</a>	<a href="#">0</a>	<a href="#">0</a>	<a href="#">2/business</a>	
<a href="#">Projecting / Blade</a>	<a href="#">Y</a>	<a href="#">8</a>	<a href="#">(a)(h)</a>	<a href="#">-4</a>	<a href="#">0</a>	<a href="#">1/business</a>	
<a href="#">Free-Standing by SP</a>	<a href="#">SPP(j)</a>	<a href="#">35(d)</a>	<a href="#">10.5</a>	<a href="#">0</a>	<a href="#">20</a>		<a href="#">1/lot</a>
<a href="#">Free-Standing (Service Stations only)</a>	<a href="#">Y</a>	<a href="#">35</a>	<a href="#">14</a>	<a href="#">0</a>	<a href="#">20</a>	<a href="#">1/lot</a>	
<a href="#">Temporary Flag</a>	<a href="#">Y</a>	<a href="#">24 (4x6)</a>	<a href="#">Ground clearance of 8 feet</a>		<a href="#">1/business</a>	<a href="#">Hours of operation</a>	
<a href="#">Temporary Business Sign</a>	<a href="#">Y</a>	<a href="#">16 or 30</a>	<a href="#">See Section 8.5.1d</a>		<a href="#">4/year</a>	<a href="#">56 days</a>	
<a href="#">Special Event Sign</a>	<a href="#">Y</a>	<a href="#">NA</a>	<a href="#">See Section 8.5.1d</a>		<a href="#">4/year</a>	<a href="#">14 days</a>	
<a href="#">Awnings &amp; Canopies</a>	<a href="#">N</a>	<a href="#">Must be opaque. Letters may not exceed 4" in height.</a>					
<a href="#">Other Awnings &amp; Canopies</a>	<a href="#">Y</a>	<a href="#">Letters greater than 4" in height – will count toward sign area. Ground clearance of 8 feet required.</a>					
<a href="#">Bulletin Boards</a>	<a href="#">N</a>	<a href="#">Maximum of 12 SF allowed.</a>					
<a href="#">Window Signs</a>	<a href="#">N</a>	<a href="#">See Section 8.5.1c.</a>					
<a href="#">Clocks</a>		<a href="#">May not exceed 8 SF per side or 12 feet in height.</a>					
<a href="#">Time/Temperature Displays</a>		<a href="#">May be included as part of a free-standing or wall-mounted sign. May not add more than 12 SF of additional area to sign.</a>					
<a href="#">Farm/Garden Stand Sign</a>	<a href="#">N</a>	<a href="#">Total of all signs may not exceed 1 SF/linear foot of lot frontage</a>					
<b><a href="#">Residential Zoning Districts:</a></b>							
<a href="#">Wall-Mounted &amp; Projecting Signs</a>	<a href="#">See Section 8.5.6</a>						

**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 CPDC.

d In cases where more than one business occupies a lot, the sign may be a maximum of 75 square feet.

e If the facade 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 facade occupied by the establishment to which the sign relates; if such distance is more than 100 feet, the maximum sign area shall be equal to 4 square feet per linear foot of said facade so occupied.

f No wall-mounted sign for a non-residential establishment shall exceed a sign area equal to 2 square feet per linear foot of length of the front facade of the building occupied by the establishment to which the sign relates.

g A site in an Industrial Zoning District that is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, is allowed one sign per business with a maximum sign area equal to 2 square feet per linear foot of said facade 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. See Subsection 8.5.9.

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 Subsection 8.5.9.

k Single-tenant buildings or lots are NOT allowed to have BOTH a free-standing sign and a wall-mounted sign.

## ~~8.1~~ 8.0 SIGN REGULATIONS

~~Signs perform important functions in the community such as communicating messages~~

**8.1 The sign regulations contained herein are intended to: 1) facilitate efficient communication; 2) avoid conflict between signs and providing information about goods other features of the streetscape; 3) support economic vitality and services available. Because signs potentially have detrimental impact on the visual opportunity; and perceptual environment, signs must be regulated. It 4) encourage compatibility and harmony with surrounding buildings, land and land uses.**

~~8.2 Thus, it is the intent of Section 8.0 of the zoning by-law to protect property values, create bylaw to balance the need for communication, economic vitality and free speech with the desire for an attractive business climate, enhance and protect the physical appearance of community with signage that is complimentary in scale and vernacular to its context and the community and to encourage the most appropriate use character of the land. This Town. Section 8.0 will also assist those installing signs within the Town of Reading by setting forth the process governing the application, installation, and maintenance of such signs.~~

### ~~8.2.2~~ 8.1.1 Applicability

**A Within the territorial borders of the Town, a sign may be erected, placed, established, painted, created or maintained only in conformity with the provisions of this Section.**

### 8.1.2 Administration

**The Building Inspector is hereby empowered to:**

- a administer this bylaw which includes the issuance of sign permits where the proposed sign conforms to this bylaw and all other applicable bylaws of the Town;**
- b keep records of any application received, permits and orders issued, inspections made;**
- c order the correction of any work which is being or has been improperly done under a permit, or is done in contravention of the terms and conditions of a permit or of this bylaw or any other bylaw of the Town;**
- d order the cessation of work that is proceeding in contravention of this bylaw or any permit issued pursuant to this bylaw;**
- e revoke a permit where there is a violation of any term or condition of the permit or a contravention of this bylaw or any other bylaw of the Town;**
- f order the removal of a sign for which there is no valid and subsisting permit or which sign does not conform to this bylaw or any other bylaw of the Town;**
- g order the painting, repair, alteration or removal of any sign which has become dilapidated or is abandoned, or which, based on its structure, composition or materials, constitutes a hazard to the property or to public safety.**

### 8.1.3 Permit Required

**No person shall construct, place, erect, display, alter, repair, or relocate a sign, unless exempted by this Section without a valid sign permit issued pursuant to this bylaw.**

### ~~8.2.3~~ 8.1.4 Zoning Districts

The zoning districts are as shown on the official zoning map which is on file with the Engineering Department and the Town Clerk's Office and can also be found on the Town website. Reading has also adopted a Downtown Smart Growth District (DSGD) and a

Gateway Smart Growth District (GSGD). Please refer to Section 10.5 for DSGD regulations and Section 10.4 for GSGD regulations. **For information about signage permitted within a Planned Unit Development (PUD-I or PUD-B), and a Planned Residential Development (PRD), please refer to Section 11.0.**

### 8.1.5 Navigating the Sign Bylaw

Any person wishing to construct, place, erect, display, alter, repair or relocate a sign, is advised to adhere to the following process:

1. Determine the zoning district of the property containing or to contain such sign (see Zoning Map or Town of Reading online GIS mapping system);
2. Determine the sign regulations within that zoning district (see Table 8.6);
3. Consult with the Town's Community Development Director;
4. Submit a Sign Permit Application to the Building Inspector.

### ~~8.3~~ 8.2 Definitions

For the purposes of Section 8.0., the following terms shall have the meanings hereby assigned to them:

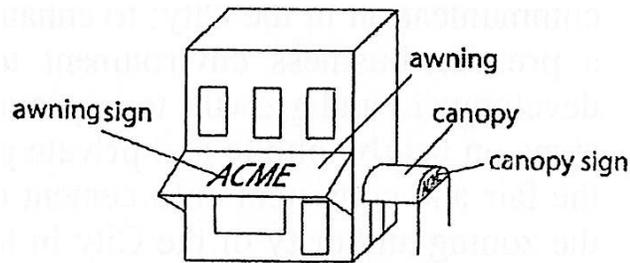
**A-Frame or Sandwich Board Sign:** A portable sign that can stand upright without additional supports and that has no attachments such as balloons, flags, banners, lights, reflectors, etc.

**Adult Language:** Words that are commonly considered profane or obscene.

**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.

**Awning Sign:** A sign painted on or attached to the cloth, canvas or metal cover of a movable or stationary frame of the fixed, hinged, rolled or folding type of awning.





**Banner or Pennant:** Any sign of **flexible** lightweight fabric or similar material that is mounted or affixed at one or more edges.

**Beacon:** A stationary or revolving light, not primarily illuminating a sign, which flashes or projects illumination, single color or multi-colored, in any manner which is intended to attract or divert attention, except any such fixture which is required by the Federal Aviation Administration or a similar agency, and is installed and operated under the safety regulations of such agency.

**Billboard:** A large, off-premises, outdoor board for displaying advertisements that are either static or that change by an electronic process or by remote control.

**Bulletin Board:** ~~Any~~ **A permanent non-electronic** sign erected **that is located on property that is owned or operated** by a charitable, educational, or religious institution or a public body ~~on its property for purposes of~~ **for** announcing events which are held on the premises, ~~and contains no commercial information.~~

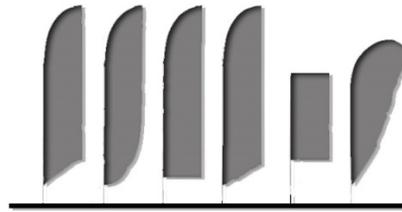
~~**Commercial Message:** Any sign wording, logo or other representation that directly or indirectly names, advertises, or calls attention to a business, product, service, sale or sales event or other commercial activity.~~

**Electric Sign:** Any sign containing electric wiring. **This does not include signs illuminated by an exterior floodlight source.**

**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.~~

~~**Façade:** The area of the face of a building, typically the principal or front wall of a building.~~

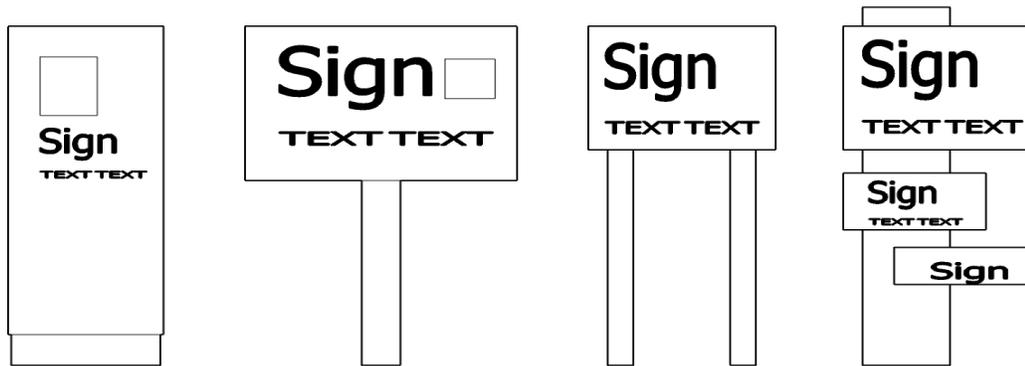
**Feather Banner:** A temporary sign of flexible, lightweight fabric or similar material that is supported along one edge and mounted to a ground base or staked in the ground and intended to blow in the wind to attract attention. Also called a Wind Flag.



*Example of Feather Banner or Wind Flag*

**Flashing Sign:** Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. For the purpose of this Bylaw, any moving illuminated sign shall be considered a flashing sign.

**Free-Standing Sign:** ~~Any and every~~ **A** sign erected ~~on or permanently affixed to the land,~~ and maintained on a freestanding frame, mast or pole not attached to any building, and not including ~~any and every sign that is not attached to a building~~ monument signs.



*Common Free-Standing Sign Types*

**Government Sign:** A sign that is constructed, placed or maintained by the Federal, State, or Local government or a sign that is required to be constructed, placed or maintained by the Federal, State, or Local government either directly or to enforce a property owner’s rights.

**Halo Lighting:** ~~Light showing~~ **A form of internal illumination in which light is only emitted from the back of or from within a letter or graphic shape out towards the surface that on which the letter or graphic is mounted without having any light visible through the face or sides of the letter or graphic.**



~~Informational and~~ **Identification Sign:** A sign which contains areas that are made available for use by the individual structures or commercial uses operating on the same lot.

**Illuminated Sign:** A sign characterized by the use of artificial light projecting through the letters or graphics of an opaque sign surface(s) [Internally Illuminated] or reflecting off of the sign surface(s) [Externally Illuminated].

**Instructional or Directional Signage:** A sign that has a purpose secondary to the use of the lot on which it is located, such as ~~“no parking, private parking, enter, exit, one-way, street address or drive thru teller”~~ **those required for the safe flow of vehicular or pedestrian traffic or to enforce government regulations.**

~~**Identification Sign:**~~

~~**Joint Identification Sign:** A sign which serves as common or collective identification for a group of persons or businesses operating on the same lot and which contains the names and logos of establishments but no advertising or promotional information.~~

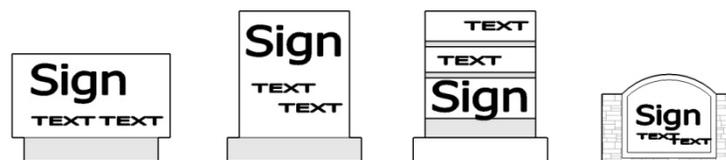
~~**Area Identification Sign:** A sign, located at the site entrance(s), identifying a common area containing a group of structures, or a single structure containing several uses.~~

**Marquee:** A canopy or covering structure projecting from and attached to a building and bearing a signboard or copy.

~~**Marquee Sign:** Any sign attached to or made part of a marquee, that is, any permanent canopy or structure projecting beyond and extending along a building wall.~~



~~**Monument Sign:** A free-standing sign with a low height configuration permanently affixed to which extends from the ground at its base and not mounted on a pole, or has support which places the bottom of the sign less than two (2) feet from the ground.~~



*Common Monument Sign Types*

~~**Off-Premises Sign: (Alternate using IMLA guide):** 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 **goods, products, services or commercial uses which are not sold, manufactured or**~~

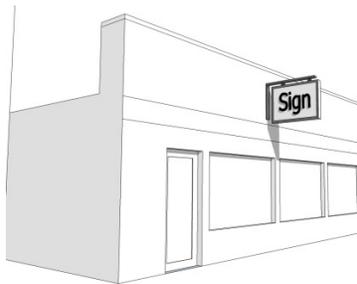
**distributed on or from the premises, facility or site on which the sign is located,** including any outdoor advertising billboard, **signs affixed to vehicles,** Animated Sign or Electronic Sign on which display space may or may not be leased or rented.

**Original Art Display:** A work of fine art that is displayed in conjunction with a commercial enterprise with the permission of the property owner, but for which the commercial enterprise does not receive direct commercial gain. An original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display.

**Outdoor Advertising:** A sign which advertises goods, products or services which may or may not be not sold, manufactured or distributed on or from the premises or facilities on which the sign is located.

**Portable Sign:** Any sign not permanently attached to the ground or any permanent structure, or a **any sign primarily** designed to be transported in any way, **regardless of modifications that limit its movability,** including signs converted to "A" or "T" frames **and/or** menu and sandwich-board signs.

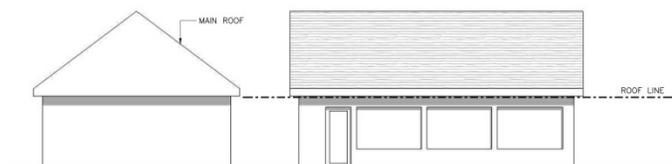
**Projecting and or Blade Sign:** A sign which is affixed to a building or other structure where the sign face is approximately perpendicular to the building facade.



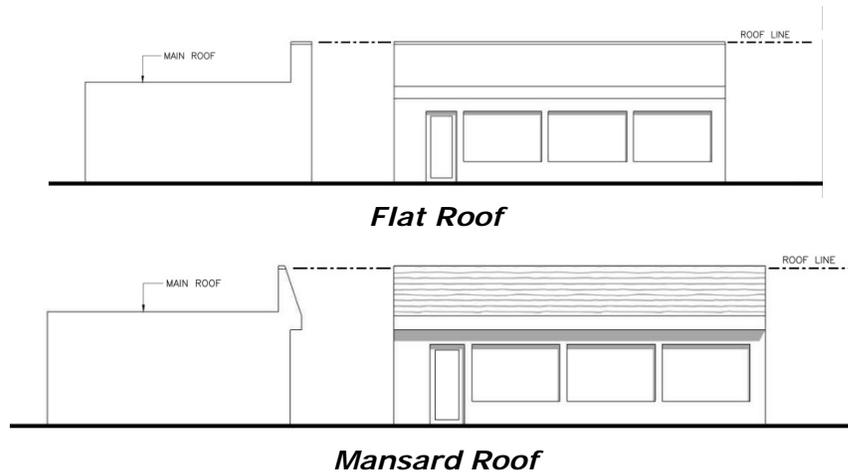
**Reader Board or Menu Board:** A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign or signboard. A sign on which the message changes more than eight times per day shall be considered an Animated or Electronic sign.

**Relief Sign:** a sign that is embedded, extruded or carved into the material of a building façade.

**Roof Line:** the underside of the eave of a peaked roof or, in the case of an extended façade or parapet, the uppermost point of said façade or parapet.

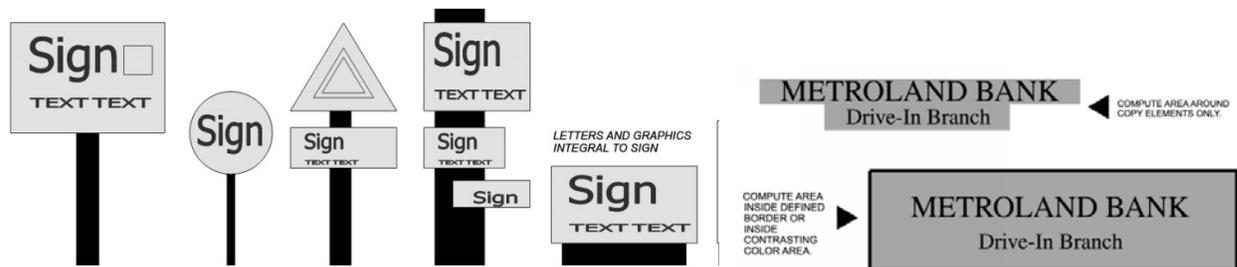


*Sloping Roof*



**Sign:** A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business and where sign area means the space enclosed within the extreme edges of the sign for each face, not including the supporting structure or where attached directly to a building wall or surface, the outline enclosing all the characters of the word. Signs located completely within an enclosed building, and not exposed to view from a street, shall not be considered a sign for the purposes of the bylaw herein. Each display surface of a sign or sign face shall be considered to be a sign.

**Sign Area:** The area contained entirely within the signboard (the flat surface of durable material upon which letters or other graphic content of a sign is displayed) or if no sign board **signboard** is present, the area contained entirely within the smallest rectangle which completely encloses the outer extremities of all graphic material of a sign.

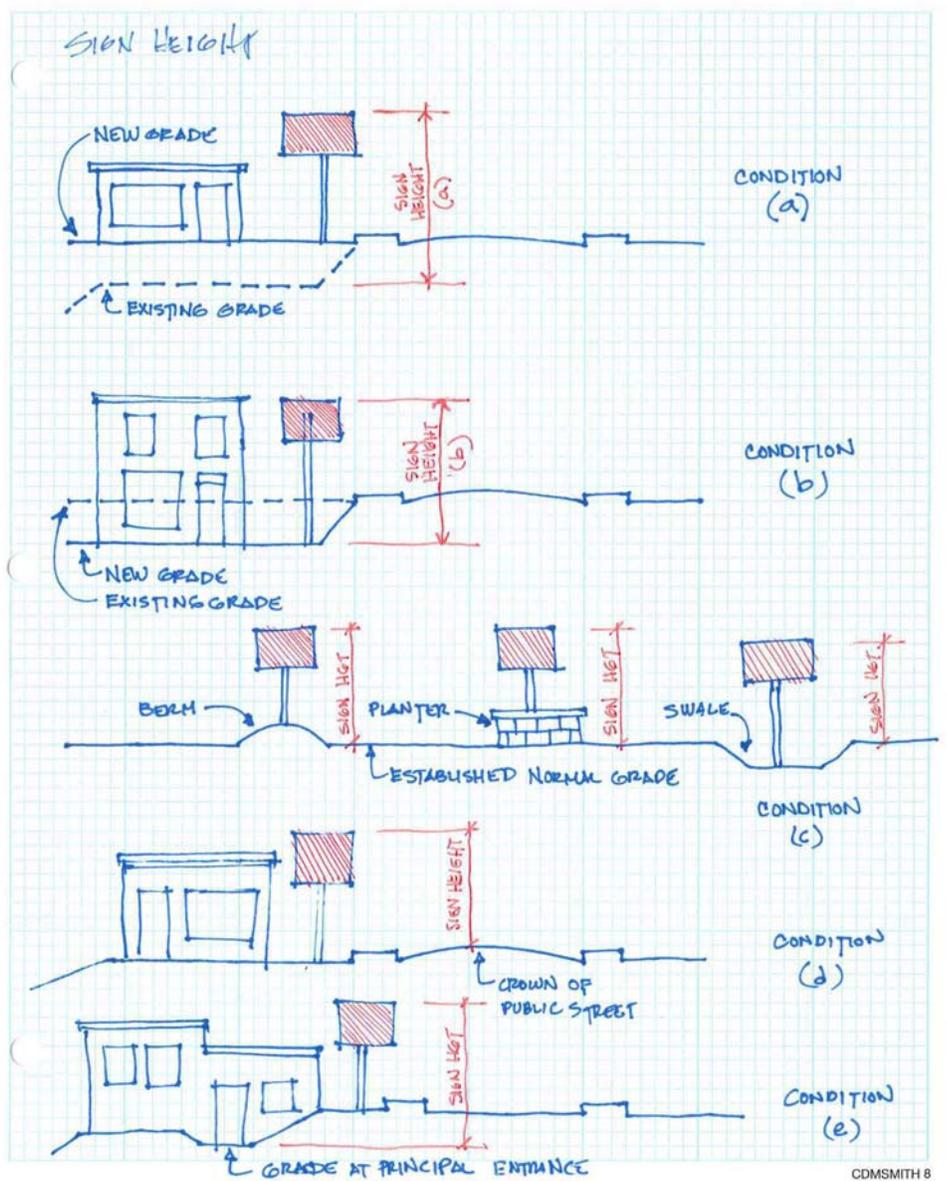


*Examples of Sign Area (shaded portion)*

**Signboard:** The flat surface of durable material upon which letters or other graphic content of a sign is displayed.

**Sign Height:** The distance from the base of the sign at normal grade to the top of the highest attached component of the sign or sign structure. Normal grade shall be construed to be the lower of:

- 1 Existing grade prior to construction; **(a)**, or
- 2 The newly established grade after construction; **(b)**, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign; **(c)**. In cases in which the normal grade cannot be reasonably determined, sign height shall be computed on the assumption that the normal grade is the elevation of the nearest point of the crown of the public street **(d)** along which the lot has frontage or the grade of the land at the principal entrance **(e)** to the principal structure on the lot, whichever is lower.

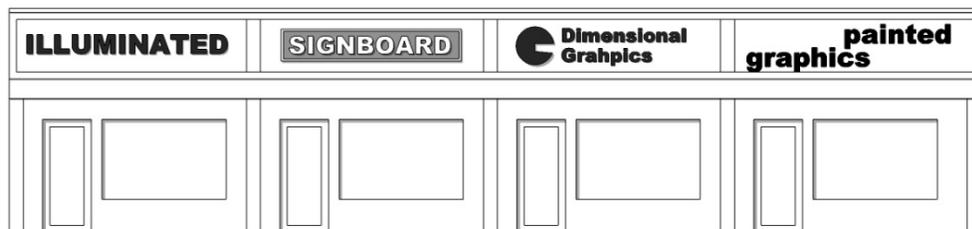


~~**Temporary Sign:** Any sign which is used temporarily, relates to events of a temporary nature, or is not permanently mounted.~~

~~**Temporary Construction and Redevelopment Signs:** A temporary unlit free-standing sign or wall sign affixed to a structure or fence identifying the project name, project team, project description and/or business to be conducted on the premises.~~

**Temporary Sign:** An unlit banner, pennant, poster or advertising display constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and that is intended to be displayed for a limited period of time.

**Wall-Mounted Sign:** A sign affixed directly to or painted on or otherwise inscribed on an exterior wall and confined within the limits thereof of any building and which projects from that surface less than twelve (12) inches at all points.



*Examples of Wall-Mounted Signs*

~~**Table 8.2.3 Signs Permitted According to Zoning District – ENTIRE TABLE DELETED, MODIFIED & ADDED AT END OF SECTION 8.0.**~~

**8.2.4 8.3 Exempt / Authorized Signs**

Signs for which no sign permit is required are identified in Table 8.26 and Section 8.3 and Section ~~8.2.4~~ **herein**. The following signs are ~~exempt from this Section 8.0~~ **authorized in every district** and may be installed ~~without~~ **upon receipt of a building permit (as needed)**, provided that the following is complied with:

- a. ~~Authorized signs~~ **Government signs in every zoning district which form the expression of this government when erected and maintained according to law. Such signs may be installed or required to be installed by the Town of Reading or, the Commonwealth of Massachusetts, or Federal Agencies, or with the express written permission thereof, for and shall include the purposes of traffic following:**
  - i. **Traffic control devices on private or public property must be erected and maintained to comply with the Manual on Uniform Traffic Control Devices (MUTCD) adopted in this state and if not adopted by this state, with the MUTCD adopted by the Federal Highway Administration.**
  - ii. **Each property owner must mark their property using numerals that identify the address of the property so that public safety departments can easily identify the address from the public street. The size and location of the identifying numerals and letters if any must be proportional to the size of the building and the distance from the street to the building. In cases where the building is not located within view of the public street, the identifier shall be located on the mailbox or other suitable device such that it is visible from the street.**

- iii. **Where a Federal, State, or Local law requires a property owner to post a sign on the owner's property to warn of a danger or traffic to prohibit access to the property either generally or pedestrian safety specifically, the owner must comply with the Federal, State or convenience, identification of public facilities Local law to exercise that authority by posting a sign on the property.**
- iv. **A flag that has been adopted by the Federal government, this State or streets, or for direction to same; public notices and warnings required by and erected by Town, State, or Federal Agencies the Local government may be displayed as provided under the law that adopts or regulates its use.**
- b **Instructional and Directional signs; building markers. ~~e~~ Political signs on private properties or vehicles only, provided Signage that such sign shall not exceed six is unlit and either less than 1 square feet foot in sign area, shall not be placed in such location as to constitute a traffic or required by government regulation or pedestrian safety hazard, and shall not be displayed for more than forty two days prior to the applicable election or more than two days following such election entity.**
- c ~~d~~ **Signs for on property occupied by churches and or religious institutions or owned by other federally tax-exempt institutions.**
- ~~e~~ **Holiday lights and decorations which contain no commercial messages and which are displayed during the appropriate season.**
- ~~f~~ **Works of art which contain no commercial messages with prior Town Planner or CPDC written approval.**
- d **Original Art Displays**
- g **Fuel pump information signs, only as required by State law, are allowed and shall not affect the computation of allowable number of signs or aggregate sign size on a property.**
- h **Any sign within a structure, not attached to any window or door, which is not visible from other properties or from any street right-of-way.**
- ~~i~~ **Signs showing resident's name, historical plaque or marker, street address and/or name of a lawful home occupation taking place on the premises.**
- i **Temporary Construction Signs:**  
**Temporary signs are permitted in all zoning districts as follows:**
1. **Each privately-owned property in Town shall be allowed one (1) temporary sign that is no more than six (6) square feet in area.**
  2. **In addition to the one (1) temporary sign, the following may be allowed:**
    - i **On a site for which construction has not begun, but which has been issued a building or demolition permit or has an approved site plan, one (1) additional temporary sign not exceeding 32 square feet in area or 8 feet in any dimension may be displayed for a period of up to 1 year. Upon written request and approval of the CPDC the display period for a temporary Redevelopment sign may be extended.**
    - ii **On a site that is under active construction, where a demolition or building permit has been issued and where at least site preparation work has commenced. Temporary Redevelopment signs shall be allowed for sites that have, one (1) additional temporary sign not begun construction, but have been issued a building or demolition permit or have an approved site plan. The maximum size of Temporary Construction/Redevelopment Signs shall not exceed exceeding 32 square feet in surface area or 10 8 feet in any dimension. Temporary**

~~Redevelopment signs~~ may be displayed for a period of up to 1 year. Upon written request and approval of the CPDC the display period for a ~~Temporary Redevelopment sign~~ may be extended. Temporary Construction signs shall be removed after the construction, repair or renovation work is completed or within 7 days after the issuance of a final occupancy permit.

~~k Temporary Subdivision Sales Signs and permanent Subdivision Identification Signs as approved in connection with the Definitive Plans for such subdivision and located at the principal entrance to the subdivision in an acceptable easement, not within any street right-of-way or access easement.~~

~~l Real Estate Sales Signs, including placards showing the words "Sold" or "Sale Pending" or similar not exceeding one-third the size of the sales sign.~~

- iii **On a site for which a subdivision has been constructed and is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, one (1) additional temporary sign not exceeding 48 square feet in area or 8 feet in any dimension may be displayed. Temporary Real Estate signs for subdivisions shall be removed within fifteen (15) days following the date on which the contract of sale has been executed by a person purchasing the final lot/house.**
  - iv **On a site that is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, one (1) additional temporary sign not exceeding six (6) square feet may be displayed. Temporary Open House signs, Real Estate signs shall be removed within fifteen (15) days following the date on which a contract of sale has been executed by a person purchasing the property.**
  - v **m On a day when a property owner is opening the property to the public, signs not exceeding four (4) square feet each, may be placed at a rate of one per agency (1) sign per intersection per property and one (1) additional sign on the open house property.**
  - vi **n Garage / Yard Sale Signs, For up to seven (7) days before and three (3) days after a garage or yard sale, temporary signs not exceeding six (6) square feet may be displayed. Such signs shall be limited to one (1) additional sign located on the property on which the garage / or yard sale is taking place, and one (1) at each of no more than two intersections of public streets.**
  - vii **For a period of time beginning 60 days before a Town of Reading municipal election, a Commonwealth of Massachusetts election, or a federal election, and ending two (2) days after the date of the election, there shall be no maximum number of temporary signs permitted.**
  - viii **Banners are allowed only as temporary signs four times a year for an annual total of 56 days with a sign permit.**
3. **e Any establishment located in a Business or Industrial Zoning District may display during hours of operation:**
- i **An "Open" Flag with dimensional requirements A flag not to exceed exceeding four (4) feet by six (6) feet and may contain decorative graphics, with a**

~~A National or State Flag with emblems of religious, educational, governmental organization or any federally tax exempt organization, except when displayed in connection with commercial promotions or advertising. Dimensions shall not exceed four (4) feet by six (6) feet.~~

A minimum ground clearance of eight (8) feet shall be provided for flags that hang over walkways, sidewalks and entrances of businesses. Ground clearance shall be defined as the distance between the lowest hanging portion or bottom of the flag and the grade directly below.

#### ~~8.2.5~~ 8.4 Prohibited Signs, General

~~No private sign shall be~~ **The following signs are prohibited in all zoning districts. See Section 8.5 Signs by Zoning District for specific prohibitions.**

- ~~a~~ **a Private signs** installed or placed on public property, except by express permission of the Town or as otherwise allowed herein. ~~The following signs are prohibited in any zoning district:~~
- ~~b~~ **a** Signs which interfere with traffic or pedestrian safety, including any which may obstruct ~~or interfere with~~ traffic or pedestrian visibility or movement at any intersection ~~or~~, **along any public sidewalk**, into or out of any property, or which by reason of ~~position, shape, or color may interfere with~~, ~~may obstruct~~ **blinking, flashing, or animation by lighting in any fashion can cause such signs to have the view appearance of**, ~~or be confused with any authorized traffic sign, signal, or device; or which makes use of the words "STOP," "LOOK," "DANGER," or any other word, phrase, symbol or character in such safety signs and lights, or municipal vehicle warnings from a manner as to interfere with, mislead or confuse motorists or pedestrians~~ **distance**.
- ~~c~~ **b** Signs placed or painted on any tree (other than street address), rock (other than street address), utility pole (other than yard sale sign), traffic safety sign, or similar fixture; painted on any building wall, bench, pavement, parking bumper or curb (other than a "Reserved" marking), or other similar outdoor surface.
- ~~d~~ **e** Internally illuminated signs, unless the background or signboard completely blocks illumination or glow except through the letters and graphics.
- ~~e~~ **d** Signs **Flashing signs and signs** which contain a beacon of any type; which contain a spot light providing direct illumination to the public; which ~~flash~~, revolve, rotate, move, or blink, or which fluctuate in light intensity; **and** animated signs, ~~that is, which use lighting to depict action or to create an illusion of movement or a special effect or scene.~~
- ~~f~~ **e** Any self-illuminated or backlit signs which use LCD, LED, electronic messaging or digital technology, neon or similar signs except as displayed on the inside of windows subject to the provisions of Paragraph **Subsection 8.2.6.2.e.5.1c**.
- ~~f~~ **f** ~~Free-standing signs in a Business B Zoning District (except as permitted at service stations).~~
- ~~g~~ **g** ~~Internally illuminated signs in a Business B Zoning District (except as permitted at service stations).~~
- ~~g~~ **h** Banners as permanent signs. ~~Banners are allowed only as temporary signs four times a year for an annual total of 56 days with a sign permit, refer to Section 8.2.6.2.h for full details.~~
- ~~i~~ **i** ~~Signs located on any portion of a lot except a front yard or a side yard directly abutting a public street.~~

- ~~h~~ **j** Signs which do not meet and are not maintained to meet the provisions of this Section and all applicable building, wiring, health, and safety codes; ~~or which are not neatly and legibly lettered.~~
- ~~i~~ **k** Reader Board Signs ~~are not allowed~~ except as price displays at gas stations.
- ~~j~~ **†** Balloons or tethered blimps used as signs, a movable poster or panel sign, umbrellas containing any commercial message; ~~or signs attached to or painted on vehicles traveling or parked on, or visible from any public right-of-way, unless such vehicle is used in the normal day-to-day operation of a business.~~
- ~~k~~ **m** Off-Premises Signs, **with the exception of temporary signs.**
- ~~l~~ **l** Billboards
- ~~m~~ **m** Signs **affixed on or above the roofline of a structure.**
- ~~n~~ **n** **Wind Banners and Feather Flags**
- ~~o~~ **o** **Signs that contain adult language.**

**A-Frame and Sandwich Board signs are permitted only within the Business B Zoning District, and only upon receipt of an annual permit from the Board of Selectmen.**

### ~~8.2.6~~ 8.5 Signs by Zoning District

~~Signs are allowed or permitted in each Zoning District and~~ **Signs are regulated by Zoning District as** specified in Table 8-2-3.6 and as follows:

#### ~~8.2.6.1~~ **Business or Commercial Signs in Residential Zoning Districts:**

~~Legal nonconforming business or commercial operations in any residential zoning district shall follow the Business B Zoning District regulations as specified in Subsection 8.2.6.4 except that such signs shall be set back a minimum of twenty feet from any other lot and shall not be illuminated except during hours of operation.~~

#### ~~8.2.6.2~~ 8.5.1 Signs in Business and Industrial Zoning Districts

The following signs are allowed in all Business and Industrial Zoning Districts. In addition, please refer to Table 8.2-3-6.

- ~~a~~ **a** All awnings and canopies shall be impervious to light so that no illumination or glow can be seen through it. Awnings may contain letters up to four inches in height ~~stating only the name of the business and the street number~~ **for a length not to exceed thirty-six inches** without requiring a sign permit. Such lettering shall not count toward allowed sign area. All other awnings or canopies with lettering or graphics shall require a sign permit and count as part of the allowed sign area. All awnings and canopies shall have a minimum ground clearance of eight feet. Ground clearance shall be measured between the lowest point of the awning or canopy and the ground or sidewalk.
- ~~b~~ **b** Bulletin boards are allowed, provided that no free-standing or wall-mounted bulletin board may exceed twelve square feet in size.
- ~~c~~ **c** Window Signs ~~Window signs are encouraged on the inside surface of the glass:~~ Permanently affixed, weather resistant, individual letters that are not subject to wear and tear are permitted on the exterior of the window. **Window Signs on the inside surface of the glass are preferred.** Temporary or permanent signs may without permit be attached to the inside of the glass surface of a window (a single structurally supported sheet of glass or a sash) or door, or placed within the premises ~~closer than~~ **within** five feet ~~from~~ **of** any window or door and situated or designed so that the sign's graphic content is visible from the outside through ~~an~~ **a** window or door, provided that any such sign shall:
  - 1** Be uniformly located only in thirty percent (30%) of the glass sheet or sash;
  - 2** Contain no letters larger than eight (8) inches in height;

- 3 Be **neat and** professional in appearance and good order shall be maintained at all times. Not be restricted with respect to graphic or message content, whether of a permanent or temporary nature, nor be restricted with respect to materials;
- 4 Have a sign area not to exceed six (6) square feet if the sign is not illuminated;
- 5 In addition to the above, any illuminated sign shall be placed only in a window, and not in a door, and shall also:
  - a Have a sign area not to exceed four (4) square feet;
  - b Be placed no closer than ten feet from any other internally illuminated window sign on the premises. In cases where there is a door or other architectural break in the façade this buffer shall be reduced to seven (7) feet;
  - c Be placed only in a window which contains no other signs of any type; and be illuminated only during hours of operation of the business establishment.

~~Notwithstanding the above, window signs shall also be~~

- d ~~Be~~ allowed in conformity with the ~~provisions of Paragraph~~ Subsection 8.2.6.2.~~h~~**5.1d** below.
- e ~~Directional~~ **Instructional** and ~~informational signs displaying text only, no corporate logos, or slogans~~ **directional signs** are allowed provided that such signs shall be limited to wall and free-standing signs with a maximum **sign area** of four square feet ~~of~~ **per** sign area. One such sign, not exceeding six (6) feet in height, may be placed at each vehicular entrance or exit on a lot ~~to identify such entrance or exit~~ provided such sign does not constitute a traffic hazard; such signs shall not affect the computation of allowable number of signs or aggregate sign size on a property. One such sign, not exceeding six feet in height and four square feet of sign area, may be placed in conjunction with each drive-up bank teller window or machine provided that such sign shall not constitute a traffic hazard.
- f Marquee signs are prohibited except when ~~used in conjunction with an~~ **displayed on a property housing a legally permitted** indoor movie theater and attached to the ~~outside wall~~ **marquee** of the building, provided that the size of the marquee sign shall not exceed twenty-four (24) square feet, and the bottom of the marquee sign shall not be of a height of less than 8 feet above the grade directly below.
- g ~~Outdoor menu~~ **Menu** boards are prohibited except:
  - ~~As a portable sign with a~~ **With an A-Frame** sign permit issued by the Board of Selectmen.
  - When ~~used in conjunction with~~ **located on a lot containing** a restaurant having a drive up window. No more than three menu boards are allowed. The maximum aggregate sign area is 100 square feet. No one menu board may exceed 50 square feet. Any lettering shall not be legible from any other property or any street right-of-way.
- ~~g~~ **Informational and directional signs** are allowed in all business and industrial zoning districts with a maximum sign area of four square feet per sign in accordance with Table 8-2-3.
- d ~~h~~ Temporary signs intended for **located on a lot containing a business openings and that is sponsoring an opening or** re-openings, open houses, ~~and a special sales or a promotional events for an individual business event,~~ are allowed, provided that:
  - **All temporary signs shall have received a sign permit from the Building Inspector;**

- The individual business shall place no more than four (4) such signs per calendar year for an annual total of 56 days (except in conjunction with an organized common special event as specified below);
  - ~~All temporary signs shall have received a sign permit from the Building Inspector;~~
  - No such sign shall exceed sixteen (16) square feet in sign area or thirty (30) square feet in sign area for businesses that have a setback more than fifty (50) feet from the primary street upon which the business is located;
  - ~~Any such~~ **Only one grand opening** sign shall be ~~printed~~ **permitted per business until the property undergoes a change of use** or ~~legibly lettered on a rigid signboard or fabric banner;~~ change of ownership.
  - In cases where renovation or construction includes removal of permanent signs, a temporary sign is allowed as follows:
    - Dimensions shall be the same as **allowed for** temporary signs
    - ~~May be used as a permanent sign~~
    - May remain during construction provided the construction or renovation is expeditiously pursued
    - Must be removed upon the installation of the permanent sign
    - No such sign shall be placed so as to constitute a hazard to motorists or pedestrians;
    - If placed upon a window, any such sign shall be included in the aggregate window area specified in Paragraph ~~8.2.6.2.e~~**5.1c** above.
  - **A temporary sign may be used as a permanent sign if it meets the requirements for a permanent sign in the zoning district in which it is located.**
  - In the case ~~only~~ of common special events organized by a recognized association of businesses for which ~~events~~ a license **or Civic Function Permit** has been granted by the Board of Selectmen, an individual participating business may display a temporary sign ~~in conjunction with such an event, provided that such signs related to said events shall not exceed four per year. Grand opening events for a new business may display for fourteen (14) days, upon issuance of a sign permit. Non-illuminated temporary banners, flags, balloons and streamers provided they are mounted in a way that does not pose a hazard to pedestrian or vehicular traffic and sight lines.~~
  - **Non-illuminated temporary banners, flags, balloons and streamers are allowed provided that they are mounted in a way that does not pose a hazard to pedestrian or vehicular traffic and sight lines** as determined by the Zoning Enforcement Officer. ~~Only one grand opening sign permit per business may be issued until the property undergoes a change of use or change of ownership.~~
- e** ~~h~~ Farm Stands and Garden Stands which do not have permanent windows shall be allowed, without permit or limitation as to number or material, to display temporary signs identifying goods offered for sale on the premises, provided that such signs are kept in good order and that the aggregate total sign area of all such signs on a lot shall not exceed one square-foot per lineal feet of frontage of such lot. ~~Decorative noncommercial flags may be displayed for sale.~~
- f** ~~j~~ Clocks, not to exceed eight square feet in surface area per side or twelve feet in height, are allowed, ~~provided that they display no advertising or commercial material.~~
- g** ~~k~~ Time and temperature displays may be included in any free-standing or wall sign, and no more than twelve additional square feet of sign area may be added to the otherwise allowable sign area of such sign.

### 8.5.1.1 Master Signage Plan

~~In all Business and Industrial Zoning Districts, where a commercial buildings contain~~ **building contains** more than one business requiring wall signage, ~~any wall sign provided for any such business must be in conformity with the requirements of this Section 8.0 and in accordance with the following stipulations concerning an overall master signage plan for such building. The master signage plan shall show not more than one wall sign per business within the building. However,~~ **owner may submit for approval to the Community Planning and Development Commission (CPDC), a Master Signage Plan.** ~~At the owner's election~~ **discretion**, not every business within the building need be provided with a wall sign within the proposed assemblage. ~~No wall sign shall be issued a sign permit for any building for which a signage plan has been submitted or approved that is not included in or is not in conformity with the applicable signage plan. The master signage plan~~ The Master Signage Plan need not show the specific message content for any individual sign contained therein, so as to provide for change in business occupancy which may ~~from time to time~~ occur within the building.

~~1. In all Business and Industrial Zoning Districts, the building owner may submit for approval to the Community Planning and Development Commission (CPDC), a master signage plan in accordance with the provisions of Section 8.2.6.4.1. The CPDC may issue a Certificate of Appropriateness for the building showing the allocation within the maximum sign area as allowed according to Table 8.2.3. hereof among wall signs for businesses within the building. This master signage plan~~

The **Master Signage Plan** shall show the size, placement, materials, framing, graphic and design standards for each ~~such~~ sign and the assemblage thereof proposed within said allowable maximum sign area, together with proposed lighting and methods of attachment of all such signs. **The Master Signage Plan shall be in conformance with the provisions of Table 8.6.**

Once the ~~Certificate of Appropriateness~~ **Master Signage Plan** has been approved by the CPDC, the Building Inspector ~~shall~~ **may** issue a sign permit for any individual business sign if it conforms to the ~~master signage plan~~ **Master Signage Plan**.

#### 8.5.2 Signs in Business-A Zoning Districts

**Refer to Table 8.6 for additional regulations relating to signs in the Business A Zoning Districts.**

##### ~~8.2.6.3 Allowed Signs (also specified in Table 8.2.3)~~

- Free-Standing
- **Wall-Mounted**
- Projecting
- Internally **or Externally** illuminated

##### **Prohibited Signs – Specific to Business A** (see also Section 8.4)

- ~~Banners as permanent signs~~
- ~~A free-standing and wall sign for~~
- **Single-tenant** buildings ~~that~~ **or lots** are not multi-tenant **allowed to** ~~All internally illuminated signs shall have a background or signboard that completely blocks illumination or glow such that light is only visible through the letters and graphics. All illuminated signs shall be turned off at the close of business.~~ **both a free-standing sign and a wall-mounted sign**
- **A Frame and Sandwich Board signs**

### 8.5.2.1 Signs in Business-A Zoning Districts - Special Regulations

A lot **or building** which contains ~~not more than~~ **only** one establishment shall be allowed one free-standing sign OR one wall-mounted sign ~~or~~ **OR** one projecting sign only.

A lot **or building** which contains more than one establishment shall be allowed a maximum of the following signs, all of which shall in every respect conform to the requirements of this Section:

- a One free-standing sign identifying the property, and
- b One wall-mounted or projecting sign per business occupying the ground floor and front wall of the building, except in cases where ~~the provisions of Paragraph 8.2.6.2.L. are utilized~~ a Master Signage Plan allowing additional signage has been approved, and
- c One ~~joint-identification sign listing the names and logos of the establishments on the premises but containing no other advertising matter, mounted either on an appropriate building wall or on two posts, provided that such joint identification sign shall not~~ not to exceed four (4) square feet in sign area, not to exceed eight (8) feet in height, and not located within a front, side, or rear yard as required in Subsection 6.0. hereof.

**All internally-illuminated signs shall have a background or signboard that completely blocks illumination or glow such that light is only visible through the letters and graphics. All illuminated signs shall be turned off at the close of business.**

### ~~8.2.6.4~~ 8.5.3 Signs in Business-B Zoning Districts

All ~~No sign permit shall be issued for any~~ permanent signs in the Business-B Zoning District ~~without the sign having been granted~~ **require** a Certificate of Appropriateness (Subsection 8.5.3.2). ~~Refer to Table 8.6.4.1).~~ **Freestanding, wall, and projecting for additional regulations relating to signs permitted in any the Business B Zoning Districts.**

#### Allowed Signs

- Wall-Mounted
- Projecting
- Awning
- Externally Illuminated
- **Halo-Lit**
- **A-Frame and Sandwich Board signs** ~~shall be~~ **are** permitted ~~anywhere in a Business B Zoning District. Free-standing signs will be allowed, but only for service stations or by special~~ **upon receipt of an annual** permit from the ~~CPDC~~ **Board of Selectmen.**

#### Prohibited Signs for properties containing more than one establishment: **– Specific to Business B (see also Section 8.4)**

- ~~Banners as permanent signs~~
- Free-Standing (except as permitted at service stations or by special permit)
- Internally Illuminated
- **Reader Board**

### 8.5.3.1 Signs in Business-B Zoning Districts - Special Regulations

A lot **or building** which contains more than one business, **may be granted** a Certificate of Appropriateness ~~may be granted~~ for more than one sign, and a maximum of the following signs are allowed, all of which shall in every respect conform to the requirements of this Section:

- a A business occupying the ground floor is allowed two (2) signs if one sign is a wall-mounted sign and the second one is a projecting / blade sign, an awning sign, or a wall-mounted sign ~~that is~~ located on a different building façade than the first wall-mounted sign.

The allowable sign area for the primary sign is equal to 2 square feet per linear footage **foot of the portion** of length of the ~~front~~ wall of the building occupied by the establishment to which the sign relates in accordance with Table 8.2-3.6. The secondary sign area shall not exceed half of the sign area allowed for the primary sign ~~located on the principal frontage.~~

- b **Signage for businesses occupying the second floor may be allowed per a Master Signage Plan submitted for review and approval by the CPDC in accordance with Subsection 8.5.1.1 above.**

- c One joint identification **sign** is allowed ~~listing the names and logos of establishments on the premises~~ provided the following conditions are met:

- No additional advertising **is permitted**
- Shall be mounted on the building wall closest to the entrance
- Shall not exceed four (4) square feet in sign area
- Shall not exceed eight (8) feet in height
- Shall not project beyond the property line

~~e Allowance for an Additional Wall Sign: In addition to signs allowed above, a street address sign shall be permitted as follows:~~

- ~~Not to exceed four (4) square feet in sign area~~
- ~~Not to exceed six (6) feet in sign height~~
- ~~Shall only display the street address and number of the property~~

#### **8.5.3.2-6.4.1 Certificate of Appropriateness**

##### **Community Planning and Development Commission (CPDC)**

The CPDC shall establish procedures for receiving and reviewing applications for signs in the Business B Zoning District, and for providing written decisions to the Building Inspector. The CPDC shall, in reviewing such applications, consider the design, arrangement, location, texture, materials, colors, lighting, and other visual characteristics of each proposed sign and its compatibility with its general surroundings with regard to the purposes outlined in ~~Paragraph~~ **Section 8.1.**

If the CPDC shall refuse to issue a Certificate of Appropriateness for any proposed sign **or Master Signage Plan**, it shall state in writing the reasons therefore, with suggestions as to how the proposal may be modified so as to be approved.

If the CPDC shall fail to issue or refuse to issue a Certificate of Appropriateness within forty-five (45) days of the date of a completed application being submitted, the Certificate shall be deemed to have been issued. An appeal from any decision of the CPDC may be made within twenty days of such decision being filed with the Town Clerk, to the Board of Selectmen, who may uphold, modify or overrule the action of the CPDC and grant a Certificate of Appropriateness. ~~In those cases where proposed signs are included as part of plans approved under Site Plan Review (Section 4.6) or PRD Special Permit review (Section 11.2), a Certificate of Appropriateness separate from~~

~~such approval shall not be required and shall be combined with the review of said permit.~~

**In such cases where proposed signs are included as part of a Site Plan Review (Section 4.6) or an application for a PRD Special Permit (Section 11.2), a separate Certificate of Appropriateness shall not be required.**

#### ~~8.2.6.5~~ **8.5.4 Signs in Business-C Zoning Districts**

**Refer to Table 8.6 for additional regulations relating to signs in the Business C Zoning Districts.**

**Signs allowed in Business-C Zoning Districts** are subject to the corresponding provisions of Paragraph 8.5.2.6.3. ~~(Signs in Business A Zoning Districts.~~

##### **Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally **or Externally** Illuminated signs

##### **Prohibited Signs – Specific to Business C** (see also Section 8.4)

- ~~Banners as permanent signs~~
- ~~A free-standing sign and wall sign for buildings that are not multi-tenant~~
- **Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign**
- ~~In addition, a wall sign consisting only of the name and corporate logo of the principal occupant of a~~
- **A Frame and Sandwich Board signs**

##### **8.5.4.1 Signs in Business-C Zoning Districts - Special Regulations**

**A** building located within eighteen hundred (**1800**) feet of the centerline of an Interstate Highway may **have an additional wall sign** to be displayed between the top course of windows and the parapet of such building provided that **all the following apply**:

- **the** sign area not exceed fifty percent of the surface area described by the tops of such windows, the parapet, and the wall corners
- that letters and logo contained in or constituting such sign shall not exceed eight feet in height
- that the lowest point of such sign shall not be closer than 48 feet above the ground immediately below, ~~that such sign shall not be illuminated between the hours of 11:00 p.m. and sunrise, and that such sign shall be located on the building wall most directly facing said highway.~~
- **that such sign shall not be illuminated between the hours of 11:00 p.m. and sunrise, and**
- **that such sign shall be located on the building wall most directly facing said highway.**

#### ~~8.2.6.6~~ **8.5.5 Signs in Industrial Zoning Districts**

**Refer to Table 8.6 for additional regulations relating to signs in the Industrial Zoning Districts.**

The allowed signs in the Industrial zoning district should conform to the provisions of Section ~~8.2.6.5.4~~ **4 for Signs in Business C Zoning Districts.**

**Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally illuminated

**Prohibited Signs – Specific to Industrial Zones (see also Section 8.4)**

- ~~Banners as permanent signs~~
- ~~A free-standing and wall sign for buildings that are not multi-tenant~~
- **Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign**
- **A Frame and Sandwich Board signs**

**8.5.5.1 Signs in Industrial Zoning Districts - Special Regulations**

In conjunction with a **PUD** Special Permit to ~~Construct a Planned Unit Development (PUD)~~ granted in accordance with Section 11.1 ~~hereof, the Community Planning and Development Commission (CPDC) of the Zoning Bylaw, the CPDC may, consistent with Subsection 8.1.7,~~ allow modifications to any provision of this Section **8.0**.

The CPDC may allow one additional free-standing sign, not to exceed thirty-five feet in height or 144 square feet in sign area, in that portion of the PUD parcel's landscaped perimeter buffer area most closely adjacent to Route 128 but not closer than 500 feet from any other public street existing at the time of submission of a relevant Preliminary PUD Plan.

**8.5.5.2 ~~8.2.6.7~~ Signs in a PUD**

Notwithstanding anything in this Section 8.0 to the contrary, signs are allowed or permitted in a PUD only in accordance with Section 11.1.5.6. of these bylaws.

~~8.2.6.8~~ **8.5.6 Signs in Residential Zoning Districts**

**Refer to Table 8.6 for additional regulations relating to signs in the Residential Zoning Districts.**

**Allowed Signs**

- Wall
- Projecting
- ~~Externally illuminated signs~~
- Decorative ~~non-commercial~~ banners or flags displayed on residential lots shall not be construed as signs for purposes of this bylaw. ~~In connection with any Special Permit to Construct a Planned Residential Development (PRD) granted in accordance with Section 11.2. hereof, the Community Planning and Development Commission may allow modifications to any provision of this Section which is not inconsistent with the Purposes of this Section as specified in Subsection 8.2.1.~~

**Prohibited Signs – Specific to Residential Zones (see also Section 8.4)**

- ~~Banners as permanent signs~~
- Internally illuminated signs
- Free-standing signs (except as allowed by special permit)

- **A Frame and Sandwich Board signs**

#### **8.5.6.1 Signs in Residential Zoning Districts - Special Regulations**

**In conjunction with a PRD Special Permit granted in accordance with Section 11.2, the CPDC may allow modifications to any provision of this Section 8.0.**

#### **8.5.6.2 Business or Commercial Signs in Residential Zoning Districts:**

**Legal nonconforming business or commercial operations in any residential zoning district shall follow the Business B-Zoning District regulations as specified in Subsection 8.2.6.4 except that such signs shall be set back a minimum of twenty feet from any other lot and may be externally illuminated only during hours of operation.**

#### **8.5.7 ~~8-2-7~~ Removal of Defunct Signs**

In the event a business, other than a seasonal business, ceases operations for a period of time in excess of thirty days, the sign owner or lessee, or the property owner, shall immediately remove any identification or advertising of said business or any product or service sold thereby. If the sign conforms to the provisions of this Section, and if a permit has been requested within said thirty-day period for altering the same sign in conformity with this Section to identify a new business in the same location, such alteration shall be allowed. Changes in legend on any directory sign shall be exempt from the provisions of this paragraph.

#### **8.5.8 ~~8-2-8~~ Nonconforming Signs**

A nonconforming sign may not be enlarged or altered in any way which would increase its nonconformity. Should any nonconforming sign be damaged by any means to an extent of more than fifty percent of its replacement cost at the time of damage, it shall not be reconstructed except in conformity with the provisions of this Section 8.2.

#### **8.5.9 ~~8-5-9~~ Signs by Special Permit**

The CPDC may grant a Special Permit for a free-standing sign within the side setbacks identified in ~~Table 8.2.3-6~~ or **Table 6.3** if it finds that the sign complies with the purposes of ~~this by-law~~, **Section 8.0**, that abutting properties are not unreasonably impacted by the sign placement, and **that** the sign conforms in all other respects with ~~Section 8.2~~ with specific attention to ~~Section 8.2.5-a~~ regarding **will have no detrimental** impact on traffic and pedestrian safety.

~~a~~ The CPDC may grant a Special Permit for a free-standing sign in the Business-B or Residential Zoning Districts if it finds that the sign complies with the purposes of ~~this by-law~~, **Section 8.0**, that abutting properties are not unreasonably impacted by the sign placement, and ~~there is~~ **that the sign will have no negative detrimental** impact on traffic and pedestrian safety. The CPDC may consider the following ~~items~~ when reviewing the Special Permit request, ~~considerations for~~: the character of the surrounding neighborhood; the principal use of the property or business; the location of the parking; landscaping in the front yard setback; and **the presence of** other signs on the property.

**INSERTED REORGANIZED, RE-WORDED TABLE:  
8.6 Table of Signs Permitted by Zoning District**

Type	Permit Req'd	Dimensions		Setbacks		Number	Time Period
		Area (SF)	Height (feet)	Front (feet)	Side (feet)		
<b>All Zoning Districts:</b>							
Government Signs & Flags	N	NA	NA	NA	NA	NA	
Signs on Federally Tax Exempt properties	N	NA	NA	NA	NA	NA	
Unlit Instructional or Directional Signs	N	1	NA	NA	NA	NA	
Unlit Identification Signs	N	1	8(a)	NA	NA	NA	
Original Art Displays	N	NA	NA	NA	NA	NA	
Fuel Pump Signs	N	NA	NA	NA	NA	NA	
Non-visible Indoor Signs	N	NA	NA	NA	NA	NA	
<b>Temporary Signs</b>	N	6	NA	NA	NA	1/lot	NA
Site w/Active Building or Demo Permit	N	32 (4x8)	NA	NA	20	+1/lot	1 year
Site Under Construction	N(c)	32 (4x8)	NA	NA	20	+1/lot	1 year
Subdivision for Sale	N(c)	48 (6x8)	NA	NA	NA	+1/subdivision	Sale +15
Site For Sale	N(c)	6(g)	6	NA	NA	+1/lot	Sale +15
Day of Open House	N	4	NA	NA	NA	+1/lot & +1/intersection	1 day
Site w/Garage Sale	N	6	NA	NA	NA	+1/lot & +1 for each of 2 intersections	7 days before & 3 days after
Municipal, State or Federal Election	N	NA	NA	NA	NA	No Maximum	60 days before & 2 days after
Banners	Y						56 days
<b>Business-A, Business-C and Industrial Zoning Districts:</b>							
Free-Standing	Y	50(d)	20	0	20(i)	1/lot (k)	
Wall-Mounted	Y	2/4(e)	(a)	NA	10	1/business (k)	
Projecting / Blade	Y	8	(a)(h)	NA	10	1/business (k)	
Temporary Flag	Y	24 (4x6)	Ground clearance of 8 feet required.			1/business	Hours of operation
Temporary Business Sign	Y	16 or 30	See Section 8.5.1d			4/year	56 days
Special Event Sign	Y	NA	See Section 8.5.1d			4/year	14 days
Awnings & Canopies	N	Must be opaque. Letters may not exceed 4" in height.					
Other Awnings & Canopies	Y	Letters greater than 4" in height – will count toward sign area. Ground clearance of 8 feet required.					
Bulletin Boards	N	Maximum of 12 SF allowed.					
Window Signs	N	See Section 8.5.1c.					
Clocks		May not exceed 8 SF per side or 12 feet in height.					
Time/Temperature		May be included as part of a free-standing or wall-mounted sign.					

Displays		May not add more than 12 SF of additional area to sign.					
Farm/Garden Stand Sign	N	Total of all signs may not exceed 1 SF/linear foot of lot frontage					
<b>Business-B Zoning Districts:</b>							
A-Frame	Y	Regulated by the Board of Selectmen – Annual Permit					
Wall-Mounted	Y	2(f)	(a)	0	0	2/business	
Projecting / Blade	Y	8	(a)(h)	-4	0	1/business	
Free-Standing by SP	SPP(j)	35(d)	10.5	0	20		1/lot
Free-Standing (Service Stations only)	Y	35	14	0	20	1/lot	
Temporary Flag	Y	24 (4x6)	Ground clearance of 8 feet		1/business	Hours of operation	
Temporary Business Sign	Y	16 or 30	See Section 8.5.1d		4/year	56 days	
Special Event Sign	Y	NA	See Section 8.5.1d		4/year	14 days	
Awnings & Canopies	N	Must be opaque. Letters may not exceed 4" in height.					
Other Awnings & Canopies	Y	Letters greater than 4" in height – will count toward sign area. Ground clearance of 8 feet required.					
Bulletin Boards	N	Maximum of 12 SF allowed.					
Window Signs	N	See Section 8.5.1c.					
Clocks		May not exceed 8 SF per side or 12 feet in height.					
Time/Temperature Displays		May be included as part of a free-standing or wall-mounted sign. May not add more than 12 SF of additional area to sign.					
Farm/Garden Stand Sign	N	Total of all signs may not exceed 1 SF/linear foot of lot frontage					
<b>Residential Zoning Districts:</b>							
Wall-Mounted & Projecting Signs		See Section 8.5.6					

**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 CPDC.
- d** In cases where more than one business occupies a lot, the sign may be a maximum of 75 square feet.
- e** If the facade 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 façade occupied by the establishment to which the sign relates; if such distance is more than 100 feet, the maximum sign area shall be equal to 4 square feet per linear foot of said façade so occupied.
- f** No wall-mounted sign for a non-residential establishment shall exceed a sign area equal to 2 square feet per linear foot of length of the front façade of the building occupied by the establishment to which the sign relates.
- g** A site in an Industrial Zoning District that is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, is allowed one sign per business with a maximum sign area equal to 2 square feet per linear foot of said façade 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. See Subsection 8.5.9.
- 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 Subsection 8.5.9.
- k** Single-tenant buildings or lots are NOT allowed to have BOTH a free-standing sign and a wall-mounted sign.

## 8.0 SIGN REGULATIONS

**8.1** The sign regulations contained herein are intended to: 1) facilitate efficient communication; 2) avoid conflict between signs and other features of the streetscape; 3) support economic vitality and opportunity; and 4) encourage compatibility and harmony with surrounding buildings, land and land uses.

Thus, it is the intent of Section 8.0 of the zoning bylaw to balance the need for communication, economic vitality and free speech with the desire for an attractive community with signage that is complimentary in scale and vernacular to its context and the character of the Town. Section 8.0 will also assist those installing signs within the Town of Reading by setting forth the process governing the application, installation, and maintenance of such signs.

### 8.1.1 Applicability

Within the territorial borders of the Town, a sign may be erected, placed, established, painted, created or maintained only in conformity with the provisions of this Section.

### 8.1.2 Administration

The Building Inspector is hereby empowered to:

**a** administer this bylaw which includes the issuance of sign permits where the proposed sign conforms to this bylaw and all other applicable bylaws of the Town;

**b** keep records of any application received, permits and orders issued, inspections made;

**c** order the correction of any work which is being or has been improperly done under a permit, or is done in contravention of the terms and conditions of a permit or of this bylaw or any other bylaw of the Town;

**d** order the cessation of work that is proceeding in contravention of this bylaw or any permit issued pursuant to this bylaw;

**e** revoke a permit where there is a violation of any term or condition of the permit or a contravention of this bylaw or any other bylaw of the Town;

**f** order the removal of a sign for which there is no valid and subsisting permit or which sign does not conform to this bylaw or any other bylaw of the Town;

**g** order the painting, repair, alteration or removal of any sign which has become dilapidated or is abandoned, or which, based on its structure, composition or materials, constitutes a hazard to the property or to public safety.

### 8.1.3 Permit Required

No person shall construct, place, erect, display, alter, repair, or relocate a sign, unless exempted by this Section without a valid sign permit issued pursuant to this bylaw.

### 8.1.4 Zoning Districts

The zoning districts are as shown on the official zoning map which is on file with the Engineering Department and the Town Clerk's Office and can also be found on the Town website. Reading has also adopted a Downtown Smart Growth District (DSGD) and a Gateway Smart Growth District (GSGD). Please refer to Section 10.5 for DSGD regulations and Section 10.4 for GSGD regulations. For information about signage permitted within a Planned Unit Development (PUD-I or PUD-B), and a Planned Residential Development (PRD), please refer to Section 11.0.

### 8.1.5 Navigating the Sign Bylaw

Any person wishing to construct, place, erect, display, alter, repair or relocate a sign, is advised to adhere to the following process:

1. Determine the zoning district of the property containing or to contain such sign (see Zoning Map or Town of Reading online GIS mapping system);
2. Determine the sign regulations within that zoning district (see Table 8.6);
3. Consult with the Town's Community Development Director;
4. Submit a Sign Permit Application to the Building Inspector.

## 8.2 Definitions

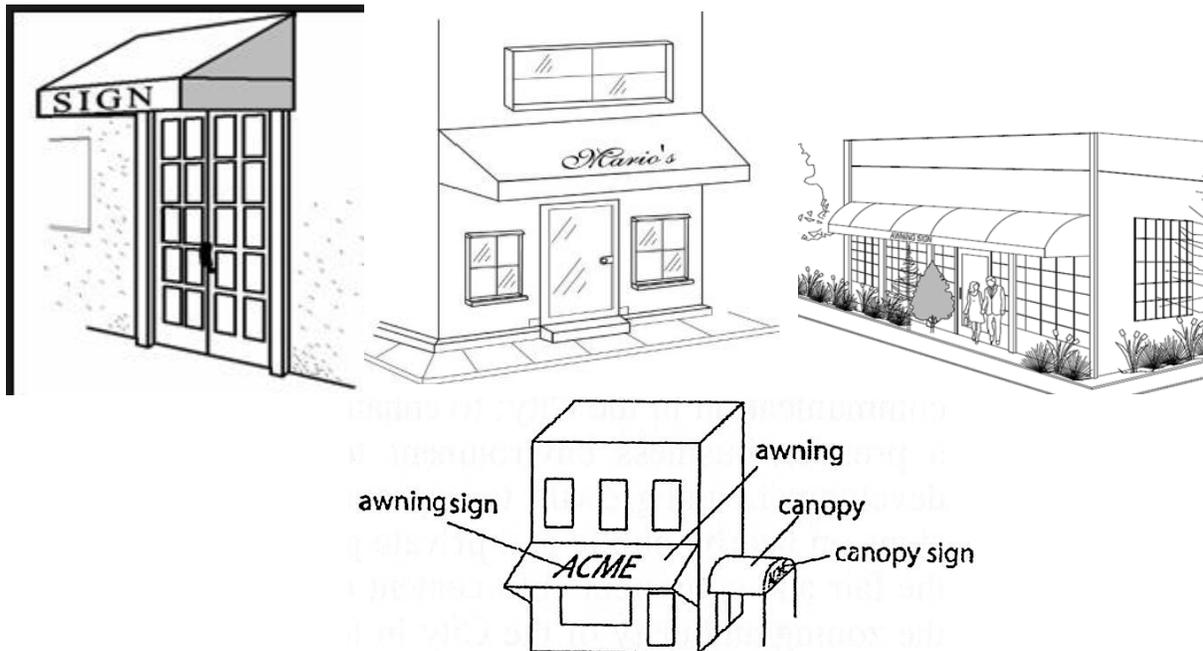
For the purposes of Section 8.0., the following terms shall have the meanings hereby assigned to them:

**A-Frame or Sandwich Board Sign:** A portable sign that can stand upright without additional supports and that has no attachments such as balloons, flags, banners, lights, reflectors, etc.

**Adult Language:** Words that are commonly considered profane or obscene.

**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.

**Awning Sign:** A sign painted on or attached to the cloth, canvas or metal cover of a movable or stationary frame of the fixed, hinged, rolled or folding type of awning.



**Banner or Pennant:** Any sign of flexible lightweight fabric or similar material that is mounted or affixed at one or more edges.

**Beacon:** A stationary or revolving light, not primarily illuminating a sign, which flashes or projects illumination, single color or multi-colored, in any manner which is intended to attract or divert attention, except any such fixture which is required by the Federal Aviation

Administration or a similar agency, and is installed and operated under the safety regulations of such agency.

**Billboard:** A large, off-premises, outdoor board for displaying advertisements that are either static or that change by an electronic process or by remote control.

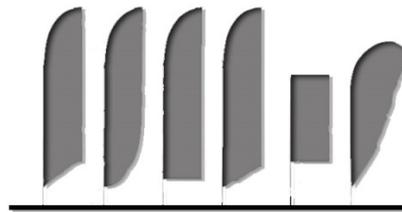
**Bulletin Board:** A permanent non-electronic sign that is located on property that is owned or operated by a charitable, educational, or religious institution or a public body for announcing events which are held on the premises.

**Electric Sign:** Any sign containing electric wiring. This does not include signs illuminated by an exterior floodlight source.

**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.

**Façade:** The face of a building, typically the principal or front wall.

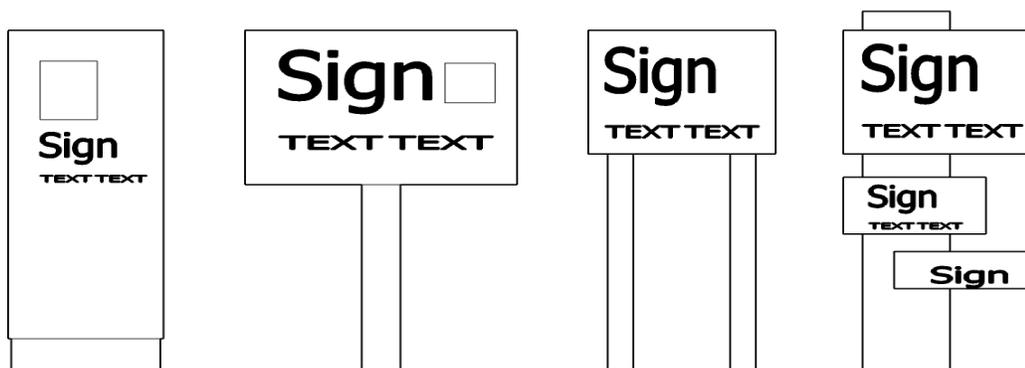
**Feather Banner:** A temporary sign of flexible, lightweight fabric or similar material that is supported along one edge and mounted to a ground base or staked in the ground and intended to blow in the wind to attract attention. Also called a Wind Flag.



*Example of Feather Banner or Wind Flag*

**Flashing Sign:** Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. For the purpose of this Bylaw, any moving illuminated sign shall be considered a flashing sign.

**Free-Standing Sign:** A sign erected and maintained on a freestanding frame, mast or pole not attached to any building, and not including monument signs.



*Common Free-Standing Sign Types*

**Government Sign:** A sign that is constructed, placed or maintained by the Federal, State, or Local government or a sign that is required to be constructed, placed or maintained by the Federal, State, or Local government either directly or to enforce a property owner’s rights.

**Halo Lighting:** A form of internal illumination in which light is only emitted from the back of or from within a letter or graphic shape out towards the surface on which the letter or graphic is mounted without having any light visible through the face or sides of the letter or graphic.



**Identification Sign:** A sign which contains areas that are made available for use by the individual structures or commercial uses operating on the same lot.

**Illuminated Sign:** A sign characterized by the use of artificial light projecting through the letters or graphics of an opaque sign surface(s) [Internally Illuminated] or reflecting off of the sign surface(s) [Externally Illuminated].

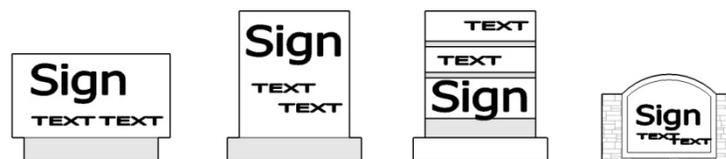
**Instructional or Directional Signage:** A sign that has a purpose secondary to the use of the lot on which it is located, such as those required for the safe flow of vehicular or pedestrian traffic or to enforce government regulations.

**Marquee** A canopy or covering structure projecting from and attached to a building and bearing a signboard or copy.

**Marquee Sign:** Any sign attached to or made part of a marquee.



**Monument Sign:** A sign which extends from the ground, or has support which places the bottom of the sign less than two (2) feet from the ground.



*Common Monument Sign Types*

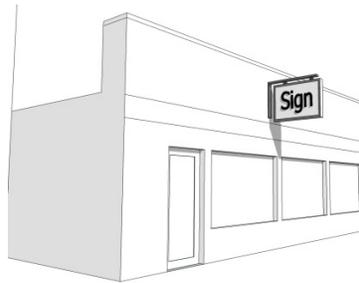
**Off-Premises Sign:** (Alternate using IMLA guide): Any sign which directs attention to goods, products, services or commercial uses which are not sold, manufactured or distributed on or from the premises, facility or site on which the sign is located, including any outdoor advertising billboard, signs affixed to vehicles, Animated Sign or Electronic Sign on which display space may or may not be leased or rented.

**Original Art Display:** A work of fine art that is displayed in conjunction with a commercial enterprise with the permission of the property owner, but for which the commercial enterprise does not receive direct commercial gain. An original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display.

**Outdoor Advertising:** A sign which advertises goods, products or services which may or may not be not sold, manufactured or distributed on or from the premises or facilities on which the sign is located.

**Portable Sign:** Any sign not permanently attached to the ground or any permanent structure, or any sign primarily designed to be transported in any way, regardless of modifications that limit its movability, including signs converted to "A" or "T" frames and/or menu and sandwich-board signs.

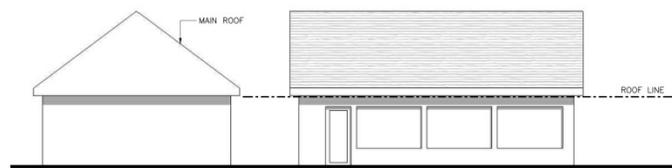
**Projecting or Blade Sign:** A sign which is affixed to a building or other structure where the sign face is approximately perpendicular to the building façade.



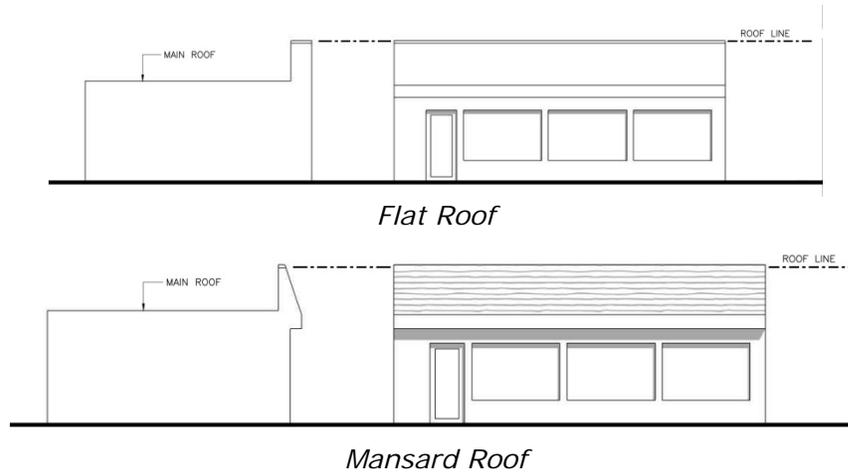
**Reader Board or Menu Board:** A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign or signboard. A sign on which the message changes more than eight times per day shall be considered an Animated or Electronic sign.

**Relief Sign:** a sign that is embedded, extruded or carved into the material of a building façade.

**Roof Line:** the underside of the eave of a peaked roof or, in the case of an extended façade or parapet, the uppermost point of said façade or parapet.

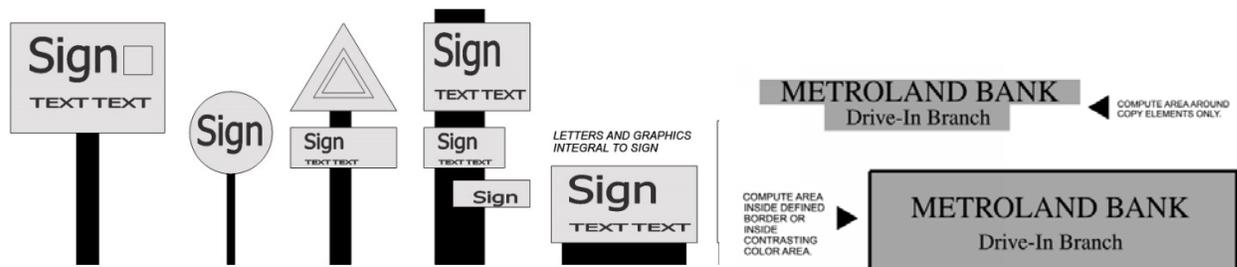


*Sloping Roof*



**Sign:** A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business and where sign area means the space enclosed within the extreme edges of the sign for each face, not including the supporting structure or where attached directly to a building wall or surface, the outline enclosing all the characters of the word. Signs located completely within an enclosed building, and not exposed to view from a street, shall not be considered a sign for the purposes of the bylaw herein. Each display surface of a sign or sign face shall be considered to be a sign.

**Sign Area:** The area contained entirely within the signboard or if no signboard is present, the area contained entirely within the smallest rectangle which completely encloses the outer extremities of all graphic material of a sign.

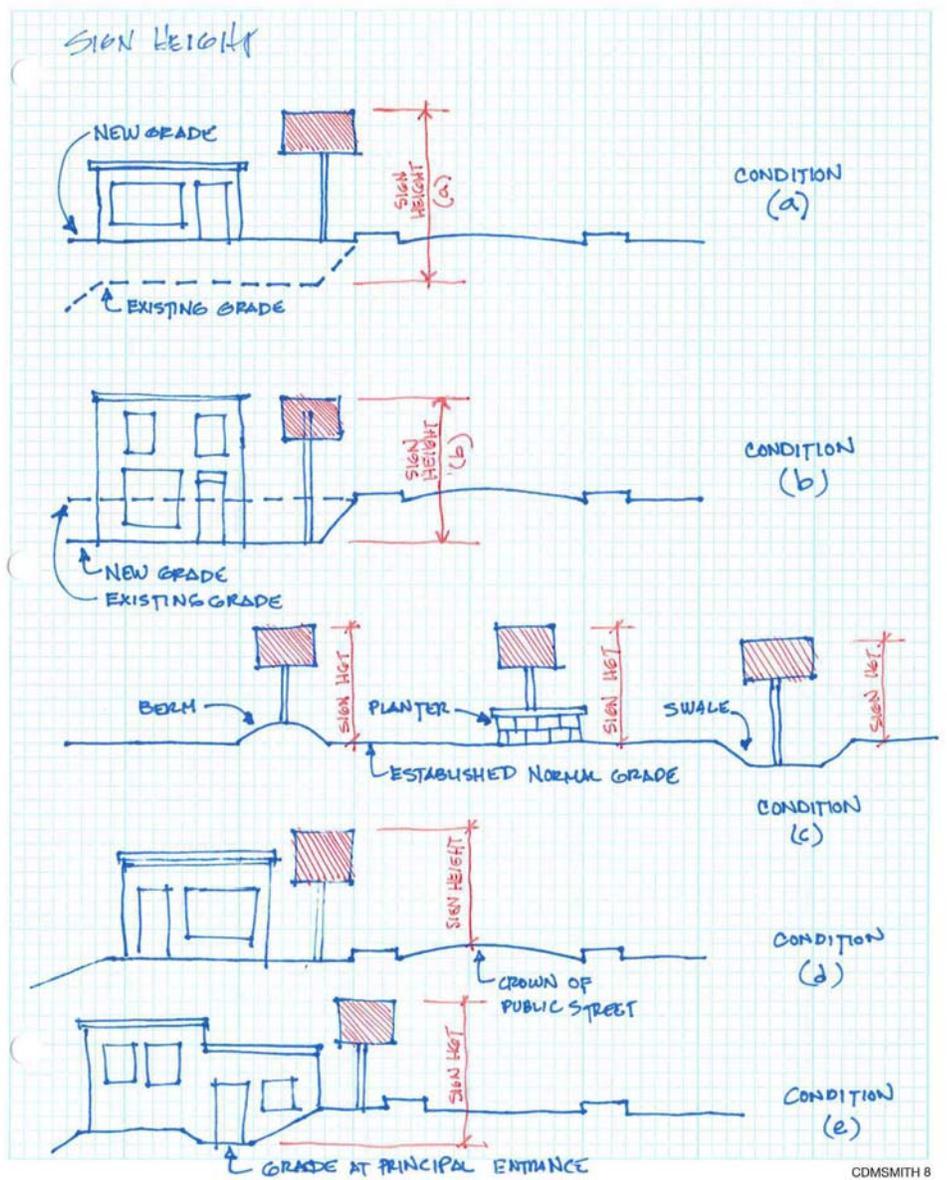


*Examples of Sign Area (shaded portion)*

**Signboard:** The flat surface of durable material upon which letters or other graphic content of a sign is displayed.

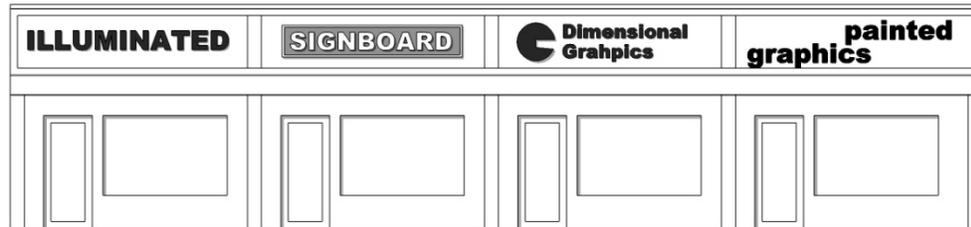
**Sign Height:** The distance from the base of the sign at normal grade to the top of the highest attached component of the sign or sign structure. Normal grade shall be construed to be the lower of:

- 1 Existing grade prior to construction (a), or
- 2 The newly established grade after construction (b), exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign (c). In cases in which the normal grade cannot be reasonably determined, sign height shall be computed on the assumption that the normal grade is the elevation of the nearest point of the crown of the public street (d) along which the lot has frontage or the grade of the land at the principal entrance (e) to the principal structure on the lot, whichever is lower.



**Temporary Sign:** An unlit banner, pennant, poster or advertising display constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and that is intended to be displayed for a limited period of time.

**Wall-Mounted Sign:** A sign affixed directly to or painted on or otherwise inscribed on an exterior wall and confined within the limits thereof of any building and which projects from that surface less than twelve (12) inches at all points.



*Examples of Wall-Mounted Signs*

### 8.3 Exempt / Authorized Signs

Signs for which no sign permit is required are identified in Table 8.6 and Section 8.3 herein. The following signs are authorized in every district and may be installed upon receipt of a building permit (as needed), provided that the following is complied with:

- a Government signs in every zoning district which form the expression of this government when erected and maintained according to law. Such signs may be installed or required to be installed by the Town of Reading, the Commonwealth of Massachusetts, or Federal Agencies, or with the express written permission thereof, and shall include the following:
  - i. Traffic control devices on private or public property must be erected and maintained to comply with the Manual on Uniform Traffic Control Devices (MUTCD) adopted in this state and if not adopted by this state, with the MUTCD adopted by the Federal Highway Administration.
  - ii. Each property owner must mark their property using numerals that identify the address of the property so that public safety departments can easily identify the address from the public street. The size and location of the identifying numerals and letters if any must be proportional to the size of the building and the distance from the street to the building. In cases where the building is not located within view of the public street, the identifier shall be located on the mailbox or other suitable device such that it is visible from the street.
  - iii. Where a Federal, State, or Local law requires a property owner to post a sign on the owner's property to warn of a danger or to prohibit access to the property either generally or specifically, the owner must comply with the Federal, State or Local law to exercise that authority by posting a sign on the property.
  - iv. A flag that has been adopted by the Federal government, this State or the Local government may be displayed as provided under the law that adopts or regulates its use.
- b Instructional and Directional Signage that is unlit and either less than 1 square foot in area or required by government regulation or entity.
- c Signs on property occupied by churches or religious institutions or owned by other federally tax-exempt institutions.
- d Original Art Displays

- g** Fuel pump information signs, only as required by State law, are allowed and shall not affect the computation of allowable number of signs or aggregate sign size on a property.
- h** Any sign within a structure, not attached to any window or door, which is not visible from other properties or from any street right-of-way.
- i** Temporary Signs:
  - Temporary signs are permitted in all zoning districts as follows:
    1. Each privately-owned property in Town shall be allowed one (1) temporary sign that is no more than six (6) square feet in area.
    2. In addition to the one (1) temporary sign, the following may be allowed:
      - i** On a site for which construction has not begun, but which has been issued a building or demolition permit or has an approved site plan, one (1) additional temporary sign not exceeding 32 square feet in area or 8 feet in any dimension may be displayed for a period of up to 1 year. Upon written request and approval of the CPDC the display period for a temporary Redevelopment sign may be extended.
      - ii** On a site that is under active construction, where a demolition or building permit has been issued and where at least site preparation work has commenced, one (1) additional temporary sign not exceeding 32 square feet in area or 8 feet in any dimension may be displayed for a period of up to 1 year. Temporary Construction signs shall be removed after the construction, repair or renovation work is completed or within 7 days after the issuance of a final occupancy permit.
      - iii** On a site for which a subdivision has been constructed and is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, one (1) additional temporary sign not exceeding 48 square feet in area or 8 feet in any dimension may be displayed. Temporary Real Estate signs for subdivisions shall be removed within fifteen (15) days following the date on which the contract of sale has been executed by a person purchasing the final lot/house.
      - iv** On a site that is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, one (1) additional temporary sign not exceeding six (6) square feet may be displayed. Temporary Real Estate signs shall be removed within fifteen (15) days following the date on which a contract of sale has been executed by a person purchasing the property.
      - v** On a day when a property owner is opening the property to the public, signs not exceeding four (4) square feet each, may be placed at a rate of one (1) sign per intersection per property and one (1) additional sign on the open house property.
      - vi** For up to seven (7) days before and three (3) days after a garage or yard sale, temporary signs not exceeding six (6) square feet may be displayed. Such signs shall be limited to one (1) additional sign on the property on which the garage or yard sale is taking place, and one (1) at each of no more than two intersections of public streets.
      - vii** For a period of time beginning 60 days before a Town of Reading municipal election, a Commonwealth of Massachusetts election, or a federal election, and ending two (2) days after the date of the election, there shall be no maximum number of temporary signs permitted.
      - viii** Banners are allowed only as temporary signs four times a year for an annual total of 56 days with a sign permit.

3. Any establishment located in a Business or Industrial Zoning District may display during hours of operation:
  - i A flag not exceeding four (4) feet by six (6) feet, with a minimum ground clearance of eight (8) feet over walkways, sidewalks and entrances of businesses. Ground clearance shall be defined as the distance between the lowest hanging portion or bottom of the flag and the grade directly below.

#### **8.4 Prohibited Signs, General**

The following signs are prohibited in all zoning districts. See Section 8.5 Signs by Zoning District for specific prohibitions.

- a Private signs installed or placed on public property, except by express permission of the Town or as otherwise allowed herein.
- b Signs which interfere with traffic or pedestrian safety, including any which may obstruct traffic or pedestrian visibility or movement at any intersection, along any public sidewalk, into or out of any property, or which by reason of blinking, flashing, or animation by lighting in any fashion can cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.
- c Signs placed or painted on any tree (other than street address), rock (other than street address), utility pole (other than yard sale sign), traffic safety sign, or similar fixture; painted on any building wall, bench, pavement, parking bumper or curb (other than a "Reserved" marking), or other similar outdoor surface.
- d Internally illuminated signs, unless the background or signboard completely blocks illumination or glow except through the letters and graphics.
- e Flashing signs and signs which contain a beacon of any type; which contain a spot light providing direct illumination to the public; which revolve, rotate, move, or blink, or which fluctuate in light intensity; and animated signs.
- f Any self-illuminated or backlit signs which use LCD, LED, electronic messaging or digital technology, neon or similar signs except as displayed on the inside of windows subject to the provisions of Subsection 8.5.1c.
- g Banners as permanent signs.
- h Signs which do not meet and are not maintained to meet the provisions of this Section and all applicable building, wiring, health, and safety codes.
- i Reader Board Signs except as price displays at gas stations.
- j Balloons or tethered blimps used as signs, a movable poster or panel sign, umbrellas containing any commercial message; signs attached to or painted on vehicles parked on, or visible from any public right-of-way, unless such vehicle is used in the normal day-to-day operation of a business.
- k Off-Premises Signs, with the exception of temporary signs.
- l Billboards
- m Signs affixed on or above the roofline of a structure.
- n Wind Banners and Feather Flags
- o Signs that contain adult language.

A-Frame and Sandwich Board signs are permitted only within the Business B Zoning District, and only upon receipt of an annual permit from the Board of Selectmen.

## 8.5 Signs by Zoning District

Signs are regulated by Zoning District as specified in Table 8.6 and as follows:

### 8.5.1 Signs in Business and Industrial Zoning Districts

The following signs are allowed in all Business and Industrial Zoning Districts. In addition, please refer to Table 8.6.

- a** All awnings and canopies shall be impervious to light so that no illumination or glow can be seen through it. Awnings may contain letters up to four inches in height for a length not to exceed thirty-six inches without requiring a sign permit. Such lettering shall not count toward allowed sign area. All other awnings or canopies with lettering or graphics shall require a sign permit and count as part of the allowed sign area. All awnings and canopies shall have a minimum ground clearance of eight feet. Ground clearance shall be measured between the lowest point of the awning or canopy and the ground or sidewalk.
- b** Bulletin boards are allowed, provided that no free-standing or wall-mounted bulletin board may exceed twelve square feet in size.
- c** Window Signs: Permanently affixed, weather resistant, individual letters that are not subject to wear and tear are permitted on the exterior of the window. Window Signs on the inside surface of the glass are preferred. Temporary or permanent signs may without permit be attached to the inside of the glass surface of a window (a single structurally supported sheet of glass or a sash) or door, or placed within the premises within five feet of any window or door and situated or designed so that the sign's graphic content is visible from the outside through a window or door, provided that any such sign shall:
  - 1** Be uniformly located only in thirty percent (30%) of the glass sheet or sash;
  - 2** Contain no letters larger than eight (8) inches in height;
  - 3** Be neat and professional in appearance and good order shall be maintained at all times. Not be restricted with respect to graphic or message content, whether of a permanent or temporary nature, nor be restricted with respect to materials;
  - 4** Have a sign area not to exceed six (6) square feet if the sign is not illuminated;
  - 5** In addition to the above, any illuminated sign shall be placed only in a window, and not in a door, and shall also:
    - a** Have a sign area not to exceed four (4) square feet;
    - b** Be placed no closer than ten feet from any other internally illuminated window sign on the premises. In cases where there is a door or other architectural break in the façade this buffer shall be reduced to seven (7) feet;
    - c** Be placed only in a window which contains no other signs of any type; and be illuminated only during hours of operation of the business establishment.
    - d** Be allowed in conformity with the Subsection 8.5.1d below.
    - e** Instructional and directional signs are allowed provided that such signs shall be limited to wall and free-standing signs with a maximum sign area of four square feet per sign. One such sign, not exceeding six (6) feet in height, may be placed at each vehicular entrance or exit on a lot provided such sign does not constitute a traffic hazard; such signs shall not affect the computation of allowable number of signs or aggregate sign size on a property. One such sign, not exceeding six feet in height and four square feet of sign area, may be placed in conjunction with each drive-up bank teller window or machine provided that such sign shall not constitute a traffic hazard.
    - f** Marquee signs are prohibited except when displayed on a property housing a legally permitted indoor movie theater and attached to the marquee of the

building, provided that the size of the marquee sign shall not exceed twenty-four (24) square feet, and the bottom of the marquee sign shall not be of a height of less than 8 feet above the grade directly below.

- g** Menu boards are prohibited except:
- With an A-Frame sign permit issued by the Board of Selectmen.
  - When located on a lot containing a restaurant having a drive up window. No more than three menu boards are allowed. The maximum aggregate sign area is 100 square feet. No one menu board may exceed 50 square feet. Any lettering shall not be legible from any other property or any street right-of-way.
- d** Temporary signs located on a lot containing a business that is sponsoring an opening or re-opening, open house, a special sale or a promotional event, are allowed, provided that:
- All temporary signs shall have received a sign permit from the Building Inspector;
  - The individual business shall place no more than four (4) such signs per calendar year for an annual total of 56 days (except in conjunction with an organized common special event as specified below);
  - No such sign shall exceed sixteen (16) square feet in sign area or thirty (30) square feet in sign area for businesses that have a setback more than fifty (50) feet from the primary street upon which the business is located;
  - Only one grand opening sign shall be permitted per business until the property undergoes a change of use or change of ownership.
  - In cases where renovation or construction includes removal of permanent signs, a temporary sign is allowed as follows:
    - Dimensions shall be the same as allowed for temporary signs
    - May remain during construction provided the construction or renovation is expeditiously pursued
    - Must be removed upon the installation of the permanent sign
    - No such sign shall be placed so as to constitute a hazard to motorists or pedestrians;
    - If placed upon a window, any such sign shall be included in the aggregate window area specified in Paragraph 8.5.1c above.
  - A temporary sign may be used as a permanent sign if it meets the requirements for a permanent sign in the zoning district in which it is located.
  - In the case of common special events organized by a recognized association of businesses for which a license or Civic Function Permit has been granted by the Board of Selectmen, an individual participating business may display a temporary sign.
  - Non-illuminated temporary banners, flags, balloons and streamers are allowed provided that they are mounted in a way that does not pose a hazard to pedestrian or vehicular traffic and sight lines as determined by the Zoning Enforcement Officer.
- e** Farm Stands and Garden Stands which do not have permanent windows shall be allowed, without permit or limitation as to number or material, to display temporary signs identifying goods offered for sale on the premises, provided that such signs are kept in good order and that the aggregate total sign area of all such signs on a lot shall not exceed one square-foot per lineal feet of frontage of such lot.
- f** Clocks, not to exceed eight square feet in surface area per side or twelve feet in height, are allowed.

- g** Time and temperature displays may be included in any free-standing or wall sign, and no more than twelve additional square feet of sign area may be added to the otherwise allowable sign area of such sign.

#### **8.5.1.1 Master Signage Plan**

In all Business and Industrial Zoning Districts, where a commercial building contains more than one business requiring wall signage, the building owner may submit for approval to the Community Planning and Development Commission (CPDC), a Master Signage Plan. At the owner's discretion, not every business within the building need be provided with a wall sign within the proposed assemblage. The Master Signage Plan need not show the specific message content for any individual sign contained therein, so as to provide for change in business occupancy which may occur within the building.

The Master Signage Plan shall show the size, placement, materials, framing, graphic and design standards for each sign and the assemblage thereof proposed within said allowable maximum sign area, together with proposed lighting and methods of attachment of all such signs. The Master Signage Plan shall be in conformance with the provisions of Table 8.6.

Once the Master Signage Plan has been approved by the CPDC, the Building Inspector may issue a sign permit for any individual business sign if it conforms to the Master Signage Plan.

#### **8.5.2 Signs in Business-A Zoning Districts**

Refer to Table 8.6 for additional regulations relating to signs in the Business A Zoning Districts.

##### **Allowed Signs**

- Free-Standing
- Wall-Mounted
- Projecting
- Internally or Externally illuminated

##### **Prohibited Signs – Specific to Business A (see also Section 8.4)**

- Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign
- A Frame and Sandwich Board signs

##### **8.5.2.1 Signs in Business-A Zoning Districts - Special Regulations**

A lot or building which contains only one establishment shall be allowed one free-standing sign OR one wall-mounted sign OR one projecting sign only.

A lot or building which contains more than one establishment shall be allowed a maximum of the following signs, all of which shall in every respect conform to the requirements of this Section:

- a** One free-standing sign identifying the property, and
- b** One wall-mounted or projecting sign per business occupying the ground floor and front wall of the building, except in cases where a Master Signage Plan allowing additional signage has been approved, and

- c One identification sign not to exceed four (4) square feet in sign area, not to exceed eight (8) feet in height, and not located within a front, side, or rear yard as required in Subsection 6.0.

All internally-illuminated signs shall have a background or signboard that completely blocks illumination or glow such that light is only visible through the letters and graphics. All illuminated signs shall be turned off at the close of business.

### **8.5.3 Signs in Business-B Zoning Districts**

All permanent signs in the Business-B Zoning District require a Certificate of Appropriateness (Subsection 8.5.3.2). Refer to Table 8.6 for additional regulations relating to signs in the Business B Zoning Districts.

#### **Allowed Signs**

- Wall-Mounted
- Projecting
- Awning
- Externally Illuminated
- Halo-Lit
- A-Frame and Sandwich Board signs are permitted, but only upon receipt of an annual permit from the Board of Selectmen.

#### **Prohibited Signs – Specific to Business B (see also Section 8.4)**

- Free-Standing (except as permitted at service stations or by special permit)
- Internally Illuminated
- Reader Board

#### **8.5.3.1 Signs in Business-B Zoning Districts - Special Regulations**

A lot or building which contains more than one business, may be granted a Certificate of Appropriateness for more than one sign and a maximum of the following signs:

- a A business occupying the ground floor is allowed two (2) signs if one sign is a wall-mounted sign and the second one is a projecting / blade sign, an awning sign, or a wall-mounted sign located on a different building façade than the first wall-mounted sign.

The allowable sign area for the primary sign is equal to 2 square feet per linear foot of the portion of the wall of the building occupied by the establishment to which the sign relates in accordance with Table 8.6. The secondary sign area shall not exceed half of the sign area allowed for the primary sign.

- b Signage for businesses occupying the second floor may be allowed per a Master Signage Plan submitted for review and approval by the CPDC in accordance with Subsection 8.5.1.1 above.
- c One joint identification sign is allowed provided the following conditions are met:
  - No additional advertising is permitted
  - Shall be mounted on the building wall closest to the entrance
  - Shall not exceed four (4) square feet in sign area
  - Shall not exceed eight (8) feet in height
  - Shall not project beyond the property line

### **8.5.3.2 Certificate of Appropriateness**

#### **Community Planning and Development Commission (CPDC)**

The CPDC shall establish procedures for receiving and reviewing applications for signs in the Business B Zoning District, and for providing written decisions to the Building Inspector. The CPDC shall, in reviewing such applications, consider the design, arrangement, location, texture, materials, colors, lighting, and other visual characteristics of each proposed sign and its compatibility with its general surroundings with regard to the purposes outlined in Section 8.1.

If the CPDC shall refuse to issue a Certificate of Appropriateness for any proposed sign or Master Signage Plan, it shall state in writing the reasons therefore, with suggestions as to how the proposal may be modified so as to be approved.

If the CPDC shall fail to issue or refuse to issue a Certificate of Appropriateness within forty-five (45) days of the date of a completed application being submitted, the Certificate shall be deemed to have been issued. An appeal from any decision of the CPDC may be made within twenty days of such decision being filed with the Town Clerk, to the Board of Selectmen, who may uphold, modify or overrule the action of the CPDC and grant a Certificate of Appropriateness.

In such cases where proposed signs are included as part of a Site Plan Review (Section 4.6) or an application for a PRD Special Permit (Section 11.2), a separate Certificate of Appropriateness shall not be required.

### **8.5.4 Signs in Business-C Zoning Districts**

Refer to Table 8.6 for additional regulations relating to signs in the Business C Zoning Districts.

Signs allowed in Business-C Zoning Districts are subject to the corresponding provisions of Paragraph 8.5.2 Signs in Business A Zoning Districts.

#### **Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally or Externally Illuminated signs

#### **Prohibited Signs – Specific to Business C (see also Section 8.4)**

- Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign
- A Frame and Sandwich Board signs

#### **8.5.4.1 Signs in Business-C Zoning Districts - Special Regulations**

A building located within eighteen hundred (1800) feet of the centerline of an Interstate Highway may have an additional wall sign to be displayed between the top course of windows and the parapet of such building provided that all the following apply:

- the sign area not exceed fifty percent of the surface area described by the tops of such windows, the parapet, and the wall corners

- that letters and logo contained in or constituting such sign shall not exceed eight feet in height
- that the lowest point of such sign shall not be closer than 48 feet above the ground immediately below
- that such sign shall not be illuminated between the hours of 11:00 p.m. and sunrise, and
- that such sign shall be located on the building wall most directly facing said highway.

#### **8.5.5 Signs in Industrial Zoning Districts**

Refer to Table 8.6 for additional regulations relating to signs in the Industrial Zoning Districts.

The allowed signs in the Industrial zoning district should conform to the provisions of Section 8.5.4 for Signs in Business C Zoning Districts.

##### **Allowed Signs**

- Free-Standing
- Wall
- Projecting
- Internally illuminated

##### **Prohibited Signs – Specific to Industrial Zones (see also Section 8.4)**

- Single-tenant buildings or lots are not allowed to have both a free-standing sign and a wall-mounted sign
- A Frame and Sandwich Board signs

##### **8.5.5.1 Signs in Industrial Zoning Districts - Special Regulations**

In conjunction with a PUD Special Permit granted in accordance with Section 11.1 of the Zoning Bylaw, the CPDC may allow modifications to any provision of this Section 8.0.

The CPDC may allow one additional free-standing sign, not to exceed thirty-five feet in height or 144 square feet in sign area, in that portion of the PUD parcel's landscaped perimeter buffer area most closely adjacent to Route 128 but not closer than 500 feet from any other public street existing at the time of submission of a relevant Preliminary PUD Plan.

##### **8.5.5.2 Signs in a PUD**

Notwithstanding anything in this Section 8.0 to the contrary, signs are allowed or permitted in a PUD only in accordance with Section 11.1.5.6. of these bylaws.

#### **8.5.6 Signs in Residential Zoning Districts**

Refer to Table 8.6 for additional regulations relating to signs in the Residential Zoning Districts.

##### **Allowed Signs**

- Wall
- Projecting
- Decorative banners or flags displayed on residential lots shall not be construed as signs for purposes of this bylaw.

##### **Prohibited Signs – Specific to Residential Zones (see also Section 8.4)**

- Internally illuminated signs

- Free-standing signs (except as allowed by special permit)
- A Frame and Sandwich Board signs

#### **8.5.6.1 Signs in Residential Zoning Districts - Special Regulations**

In conjunction with a PRD Special Permit granted in accordance with Section 11.2, the CPDC may allow modifications to any provision of this Section 8.0.

#### **8.5.6.2 Business or Commercial Signs in Residential Zoning Districts:**

Legal nonconforming business or commercial operations in any residential zoning district shall follow the Business B-Zoning District regulations as specified in Subsection 8.2.6.4 except that such signs shall be set back a minimum of twenty feet from any other lot and may be externally illuminated only during hours of operation.

#### **8.5.7 Removal of Defunct Signs**

In the event a business, other than a seasonal business, ceases operations for a period of time in excess of thirty days, the sign owner or lessee, or the property owner, shall immediately remove any identification or advertising of said business or any product or service sold thereby. If the sign conforms to the provisions of this Section, and if a permit has been requested within said thirty-day period for altering the same sign in conformity with this Section to identify a new business in the same location, such alteration shall be allowed. Changes in legend on any directory sign shall be exempt from the provisions of this paragraph.

#### **8.5.8 Nonconforming Signs**

A nonconforming sign may not be enlarged or altered in any way which would increase its nonconformity. Should any nonconforming sign be damaged by any means to an extent of more than fifty percent of its replacement cost at the time of damage, it shall not be reconstructed except in conformity with the provisions of this Section 8.2.

#### **8.5.9 Signs by Special Permit**

The CPDC may grant a Special Permit for a free-standing sign within the side setbacks identified in Table 8.6 or Table 6.3 if it finds that the sign complies with the purposes of Section 8.0, that abutting properties are not unreasonably impacted by the sign placement, and that the sign will have no detrimental impact on traffic and pedestrian safety.

The CPDC may grant a Special Permit for a free-standing sign in the Business-B or Residential Zoning Districts if it finds that the sign complies with the purposes of Section 8.0, that abutting properties are not unreasonably impacted by the sign placement, and that the sign will have no detrimental impact on traffic and pedestrian safety. The CPDC may consider the following when reviewing the Special Permit request: the character of the surrounding neighborhood; the principal use of the property or business; the location of the parking; landscaping in the front yard setback; and the presence of other signs on the property.

**8.6 Table of Signs Permitted by Zoning District**

Type	Permit Req'd	Dimensions		Setbacks		Number	Time Period
		Area (SF)	Height (feet)	Front (feet)	Side (feet)		
<b>All Zoning Districts:</b>							
Government Signs & Flags	N	NA	NA	NA	NA	NA	
Signs on Federally Tax Exempt properties	N	NA	NA	NA	NA	NA	
Unlit Instructional or Directional Signs	N	1	NA	NA	NA	NA	
Unlit Identification Signs	N	1	8(a)	NA	NA	NA	
Original Art Displays	N	NA	NA	NA	NA	NA	
Fuel Pump Signs	N	NA	NA	NA	NA	NA	
Non-visible Indoor Signs	N	NA	NA	NA	NA	NA	
<b>Temporary Signs</b>	N	6	NA	NA	NA	1/lot	NA
Site w/Active Building or Demo Permit	N	32 (4x8)	NA	NA	20	+1/lot	1 year
Site Under Construction	N(c)	32 (4x8)	NA	NA	20	+1/lot	1 year
Subdivision for Sale	N(c)	48 (6x8)	NA	NA	NA	+1/subdivision	Sale +15
Site For Sale	N(c)	6(g)	6	NA	NA	+1/lot	Sale +15
Day of Open House	N	4	NA	NA	NA	+1/lot & +1/intersection	1 day
Site w/Garage Sale	N	6	NA	NA	NA	+1/lot & +1 for each of 2 intersections	7 days before & 3 days after
Municipal, State or Federal Election	N	NA	NA	NA	NA	No Maximum	60 days before & 2 days after
Banners	Y						56 days
<b>Business-A, Business-C and Industrial Zoning Districts:</b>							
Free-Standing	Y	50(d)	20	0	20(i)	1/lot (k)	
Wall-Mounted	Y	2/4(e)	(a)	NA	10	1/business (k)	
Projecting / Blade	Y	8	(a)(h)	NA	10	1/business (k)	
Temporary Flag	Y	24 (4x6)	Ground clearance of 8 feet required.			1/business	Hours of operation
Temporary Business Sign	Y	16 or 30	See Section 8.5.1d			4/year	56 days
Special Event Sign	Y	NA	See Section 8.5.1d			4/year	14 days
Awnings & Canopies	N	Must be opaque. Letters may not exceed 4" in height.					
Other Awnings & Canopies	Y	Letters greater than 4" in height – will count toward sign area. Ground clearance of 8 feet required.					
Bulletin Boards	N	Maximum of 12 SF allowed.					
Window Signs	N	See Section 8.5.1c.					
Clocks		May not exceed 8 SF per side or 12 feet in height.					
Time/Temperature Displays		May be included as part of a free-standing or wall-mounted sign. May not add more than 12 SF of additional area to sign.					

Farm/Garden Stand Sign	N	Total of all signs may not exceed 1 SF/linear foot of lot frontage					
<b>Business-B Zoning Districts:</b>							
A-Frame	Y	Regulated by the Board of Selectmen – Annual Permit					
Wall-Mounted	Y	2(f)	(a)	0	0	2/business	
Projecting / Blade	Y	8	(a)(h)	-4	0	1/business	
Free-Standing by SP	SPP(j)	35(d)	10.5	0	20		1/lot
Free-Standing (Service Stations only)	Y	35	14	0	20	1/lot	
Temporary Flag	Y	24 (4x6)	Ground clearance of 8 feet		1/business	Hours of operation	
Temporary Business Sign	Y	16 or 30	See Section 8.5.1d		4/year	56 days	
Special Event Sign	Y	NA	See Section 8.5.1d		4/year	14 days	
Awnings & Canopies	N	Must be opaque. Letters may not exceed 4" in height.					
Other Awnings & Canopies	Y	Letters greater than 4" in height – will count toward sign area. Ground clearance of 8 feet required.					
Bulletin Boards	N	Maximum of 12 SF allowed.					
Window Signs	N	See Section 8.5.1c.					
Clocks		May not exceed 8 SF per side or 12 feet in height.					
Time/Temperature Displays		May be included as part of a free-standing or wall-mounted sign. May not add more than 12 SF of additional area to sign.					
Farm/Garden Stand Sign	N	Total of all signs may not exceed 1 SF/linear foot of lot frontage					
<b>Residential Zoning Districts:</b>							
Wall-Mounted & Projecting Signs		See Section 8.5.6					

**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 CPDC.
- d** In cases where more than one business occupies a lot, the sign may be a maximum of 75 square feet.
- e** If the facade 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 façade occupied by the establishment to which the sign relates; if such distance is more than 100 feet, the maximum sign area shall be equal to 4 square feet per linear foot of said façade so occupied.
- f** No wall-mounted sign for a non-residential establishment shall exceed a sign area equal to 2 square feet per linear foot of length of the front façade of the building occupied by the establishment to which the sign relates.
- g** A site in an Industrial Zoning District that is for sale through a licensed real estate agent, by owner, or through advertising in a local newspaper of general circulation, is allowed one sign per business with a maximum sign area equal to 2 square feet per linear foot of said façade 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. See Subsection 8.5.9.
- 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 Subsection 8.5.9.
- k** Single-tenant buildings or lots are NOT allowed to have BOTH a free-standing sign and a wall-mounted sign.