



# Town of Reading

16 Lowell Street, Reading, MA 01867

## Zoning Board of Appeals

Ph: 781-942-6654 or Fax: 781-942-9071

[readingma.gov/zoning-board-of-appeals](http://readingma.gov/zoning-board-of-appeals)

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### Decision of Finding on the Petition of Barlo Signs, on behalf of Metro Credit Union

**On the Property Located at**  
470 Main Street, Reading, Massachusetts

**Case No. 21-17**  
January 6, 2022

The Zoning Board of Appeals (the "Board") opened a public hearing via Zoom virtual meeting, in lieu of meeting in the Select Board's Meeting Room at Town Hall, 16 Lowell Street in Reading, Massachusetts to hear the petition of **Barlo Signs** (The "Petitioner"). The Petitioner sought a **Variance** Sections 4.5.2, 7.4, 8.5.3 and 8.6 of the Zoning Bylaws **to install two wall signs**, where one currently exists, on the property located at **470 Main Street** in Reading, Massachusetts (the "Property").

The Property is located in the **Business-B** zoning district of Reading. It is a single tenant commercial structure that is currently occupied by Metro Credit Union. It was stated that the Petitioner is seeking relief in order to install two additional wall signs at the site. The Petitioner proposed wall signage on both the north façade of the building and the west (rear) façade of the building. The northern most wall sign was proposed to measure 11'4" x 3'0" for a total sign area of 34 square feet and be illuminated by Halo Lighting; the western façade wall sign was proposed to measure 10'10" x 3'6" for a total sign area of 38 square feet and have no illumination. The Petitioner requested relief of a Variance or a finding from the Board as the interpretation of the Bylaw was not clear. Section 8.6 indicated that two wall signs and the projecting blade sign were allowed by-right. However, Section 8.5.3 indicated that a maximum of two signs was allowed on a site but this seemingly applied to multi-tenant buildings only.

The Petitioner stated that the Community Planning and Development Commission (CPDC) approved one wall sign on the east (front) façade of the building, as well as a projecting blade sign on the same façade in 2020. The existing wall sign measured 11'4.5" x 3.0' for a total of 34 square feet and is illuminated by Halo Lighting. The projecting blade sign totals 7.56 square feet of area.

The Petitioner presented the criteria for the Variance application. It was felt that signage was required on the western (rear) façade of the building as there was an entry way from Ash Street into the site and patrons would need to be able to identify the business. It was noted that signage from previous tenants existed on this façade in the past. The Petitioner suggested that the proposed signage on the northern façade would further help patrons identify the business from Main Street and increase safety on turning movements. Further, the sign abutted a commercial structure and the proposed illumination would not encroach on residential abutters.

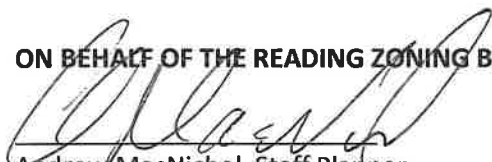
After further discussion the Board found that the Applicant was allowed two wall signs and a projecting blade sign by-right under Section 8.6. They noted that a Variance would be required for a third wall sign or a Special Permit from the CPDC could be sought for a free-standing sign. The Board further suggested

that wall signage on the western (rear) façade would be more appropriate than the northern façade wall signage as the existing blade sign, which is illuminated, provided adequate identification of the site for Main Street travelers. Due to the finding that two wall signs were allowed by-right the Petitioner requested to withdraw the request for a Variance without prejudice in order to discuss the preference of wall signage with their client Metro West.

**A motion was made and seconded by the Board to grant a Finding in which the Board voted in the affirmative (5-0-0) to grant a Finding that single tenant commercial buildings within the Business-B Zoning District shall follow the requirements of Section 8.6, which currently allows for two wall signs and a projecting blade sign to be issued by-right (as well as additional signage specifications).**

**A following motion was made and seconded, and was voted in the affirmative (5-0-0), by the Board to accept the Petitioners request to withdraw the request for a Variance without prejudice.**

**ON BEHALF OF THE READING ZONING BOARD OF APPEALS**



Andrew MacNichol, Staff Planner

**Board members sitting and voting on Case No. 21-17**

Hillary Mateev, Cynde Hartman, Alex Normandin, Ryan Bourque, Cy Caouette