



Town of Reading Massachusetts

Application for Minor Change - Approved
Signs in the Business B District

ADMINISTRATIVE RULE

Application for Minor Change - Approved Signs in the Business B District

Minor changes to signs in the Business B district that have already received a Certificate of Appropriateness from the CPDC pursuant to Section 6.2.4 of the Zoning Bylaw are eligible to receive administrative approval from the Town Planner provided that:

- 1** No change is proposed in the use category, for example, a new restaurant is proposed in a former restaurant location, and
- 2** No changes are proposed in the type, materials, size, lighting, or audio/visual aspects of the new sign, for example a blue awning with white letters will replace a green awning of the same size, shape, type and materials with white letters of the same size, shape, type and materials, and in the same sign location, and
- 3** No substantial change in the graphic design element is proposed, for example a single solid-colored graphic will replace a different single, solid colored graphic. A new sign with a multi-colored graphic replacing a solid colored graphic would require a hearing for a new Certificate of Appropriateness, and
- 4** No outstanding sign or zoning violations are present and that the property is free and clear of nonconformities that could reasonably be corrected at the same time.

If the application meets all of the above criteria, the Town Planner may issue a new Certificate of Appropriateness. If the above criteria are not met or the Town Planner determines that the sign change is not minor, the application will be referred to the CPDC for a public hearing on the issuance of a new Certificate of Appropriateness in accordance with Section 6.2.4 of the Zoning Bylaw.

Procedure:

Submittal of a written request for administrative approval accompanied by a copy of the prior Certificate of Appropriateness, photographs of the existing sign(s), and color rendering of proposed sign. The Town Planner will act on the written request within 21 days of receipt.