



Town of Reading

16 Lowell Street, Reading, MA 01867

Community Planning & Development Commission

Andrew MacNichol *Community Development Director*

Direct: 781-942-6670

amacnichol@readingma.gov

March 9, 2026

CPDC Sign Review *Certificate of Appropriateness*

On March 9, 2026 the Community Planning & Development Commission (CPDC) took the following action with respect to a sign permit application submitted by Lucas Lemes, for the business of InsurePlus Inc. located at 505 Main Street.

“We, the Reading CPDC, do hereby vote (0-0-0) to **approve** the signs as shown in the application and plans received on November 12, 2025 and revised February 9, 2026 with the following Conditions.”

Materials Submitted:

1. Sign Permit Application for 505 Main Street – InsurePlus Inc., received on November 12, 2025.
2. Plans depicting the proposed signage and illumination, received on November 12, 2025 and revised February 9, 2026.
3. Property owner letter of authorization, granting approval for new signage, dated November 8, 2025.
4. Draft Certificate of Appropriateness, dated March 9, 2026.

Findings:

1. The site is located within the Business-B Zoning District. Signs within the Business-B Zoning District are subject to approval by the CPDC. The property received a previously approved master signage plan in 2005, which the applicant is proposing to omit and has prepared new signage with authorization from the property owner.
2. The applicant is seeking approval to install a wall mounted acrylic and aluminum sign as follows:
 - a. One sign is proposed to be mounted and centered above the business’ door. The sign measures 56.5” by 22.5” and has a depth of 3.75”, for a total sign area of 8.8 sq ft.
 - b. The dimensions of the façade on which the wall sign will be affixed is 58.6’ in length and 16.9’ in height, for a total of 990.34 sq ft.
 - c. The applicant is proposing halo illumination of the signage. The sign will have an aluminum frame, and 3D printed white lettering. The sign is to be halo illuminated and letting is not to be fully illuminated.
 - d. The words “Auto,” “Home,” and “Business” will be printed on the vinyl material beneath the business name.

Conditions:

1. The sign shall be designed and installed in the styles, materials and colors depicted on the documents submitted and approved herein by the Commission.
2. The Applicant shall obtain a Building Permit and Electrical Permit prior to the installation of the proposed sign.
3. Any future signage will require a Certificate of Appropriateness from the CPDC.
4. Future proposed exterior lighting for any signage shall be reviewed by the Building Department.
5. Any future signage shall receive necessary building and electrical permits from the Building Department prior to installation.

6. Any and all future window signage shall conform to the window sign regulations contained within the Reading Zoning Bylaw.

Signed as to the accuracy of the vote:

Andrew MacNichol, Community Development Director

Date