



Town of Reading
16 Lowell Street
Reading, MA 01867

PUBLIC SERVICES DEPARTMENT
 Mon - Wed - Thu 7:00 AM – 5:30 PM
 Tues 7:00 AM – 7:00 PM ~ Fri Closed
 Phone 781-942-6613 ~ Fax 781-942-9071
 www.readingma.gov

APPLICATION FOR PERMIT TO ERECT A SIGN

All signs shall comply with Section 8.0 of the Reading Zoning By-Laws and any State Requirements

The undersigned hereby applies for a permit to: Erect Alter Repair a sign at the following location:

Property Address: _____ **Name of Business:** _____

Is there an approved Master Signage Plan? **Y** (please attach) **N** Total Number of Signs Proposed: _____

Zoning District: Residential _____ Business A ___ B ___ C ___ Industrial ___ Overlay _____

Property Owner: _____ Address: _____

Telephone: _____ Email: _____

Business Owner: _____ Address: _____

Telephone: _____ Email: _____

Sign Mechanic: _____ Address: _____

Telephone: _____ Email: _____

Sign 1 – Type:	Sign 2 – Type:	Sign 3 – Type:
Sign Material:	Sign Material:	Sign Material:
Sign Dimensions: Length: _____ Width: _____ Depth: _____ Total Area: _____ Illuminated: Y N Type of Illumination:	Sign Dimensions: Length: _____ Width: _____ Depth: _____ Total Area: _____ Illuminated: Y N Type of Illumination:	Sign Dimensions: Length: _____ Width: _____ Depth: _____ Total Area: _____ Illuminated: Y N Type of Illumination:

Estimated Cost of Sign(s): \$ _____ Display Dates of Temporary/Banner Sign: _____

Total Sign Area of All Signs: _____ Total length of front façade on which wall sign will be affixed: _____

***Awning and Projecting/Blade Sign** - projection/height over sidewalk (at least 8-feet): _____

Free-Standing Sign:

Distance from ground to bottom of sign: _____ To top of sign _____ Side Yard Setback: _____

Business Owner Signature: _____ Date: _____

Property Owner Signature: _____ Date: _____

***An awning requires a commercial building permit**

The following are required to be submitted with the sign application:

- Dimensioned designs of each sign;
- Building elevation(s);
- Proposed sign location(s);
- Photographs or mock-ups;
- Sign colors & materials;
- Installation details;
 - A side view of how the sign will be attached for wall & blade signs;
 - Foundation details for free-standing signs;
- Internally illuminated signs must have an opaque sign board background. If the illumination shines through more than the letters and graphics, you will be asked to replace the sign. A sample of the sign material must be submitted to the Planning Division for approval; and
- Other information upon request.

All signs in the Business-B Zoning District (downtown and the commercial area on Salem Street), and applications for Master Signage Plans, require approval from the Community Planning & Development Commission (CPDC).

WHAT TO SUBMIT TO THE CPDC (through the Community Development Director):

Seven (7) copies and an electronic copy (jpeg, PDF, or word doc) of the following materials:

- A completed sign permit application;
- The required documentation listed above; and
- Specification sheets for any proposed external light fixtures.

The CPDC meets monthly. To be placed on a CPDC meeting agenda please contact the Planning Division.

- The sign permit fee is \$12 per \$1,000 total value of construction, with a minimum fee of \$110.
- Temporary banner signs are \$30 and are allowed for 56 days total per calendar year.
- An electrical permit is required for illuminated signs
- After the CPDC approves the proposed sign, the application will be forwarded to the Building Inspector for review and approval.
- **A building permit must be obtained before work commences.**