

Deleted: <sp>

To see if the Town will vote to amend the zoning bylaw, Section 7 – Signs and Advertising Devices, by deleting subsection 7.10 – Special Event Signs and replacing it with a new subsection 7.10 as follows:

7.10 Special Event SIGNS – One SIGN may be ERECTED to announce a church bazaar, fair, circus, festival, business or shop opening, special sale by a store or business, or similar event. Such SIGN may identify the event and the date of the event, and it may display the event's sponsor, organizer or main feature. It shall not exceed 10 square feet in DISPLAY AREA and shall be ERECTED on the same LOT where the event is to occur. Such a SIGN shall neither be ERECTED on a sidewalk, walkway or driveway, nor be ERECTED within 5 feet from the sideline of a STREET or right of way customarily used by the general public. Such SIGN shall not be illuminated and shall comply with the provisions of Sections 7.3 and 7.4, except as set forth in this section. Notwithstanding subsections 7.3.4, 7.3.6, and 7.4.1, a Special Event SIGN may be a MOVABLE SIGN, may consist of a flag or balloon, may be decorated with ribbons, flags, streamers or balloons which remain reasonably within the confines of the SIGN, and in Village Districts may be made with materials not otherwise allowed. Such a SIGN shall be removed not later than 1 day after completion of the event. Only one such SIGN shall be ERECTED per PRINCIPAL USE at any given time. The display of all such SIGNS, taken together, shall be limited to 45 days per PRINCIPAL USE for each calendar year. No Special Event Signs shall be erected without a SIGN permit issued by the office of the Zoning Enforcement Officer pursuant to section 7.6, which may be a blanket SIGN permit that covers all special event SIGNS for a PRINCIPAL USE for up to one calendar year. The SIGN permit shall state the specific dates during which the Special Event SIGN may be ERECTED and the specific location on a LOT. The SIGN owner shall maintain records throughout the calendar year sufficient to demonstrate compliance with this section including without limitation dated photographs confirming when each Special Event SIGN was ERECTED and removed.

Deleted: such as plastic or sheet metal

Deleted: not be ERECTED sooner than 7 days before the event and it shall

Deleted: 90

Deleted: The SIGN owner shall maintain records sufficient to demonstrate compliance with this section including without limitation dated photographs confirming when each Special Event SIGN was ERECTED and removed. All

Deleted: require SIGN permits from

Deleted: s

Deleted: cover

Deleted: the

[Note – this section currently reads

7.10 Special Event SIGNS – One SIGN may be ERECTED to announce a church bazaar, fair, circus, festival, business or shop opening, special sale by a store or business, or similar event. Such SIGN shall identify the event and the date of the event, and it may display the event's sponsor, organizer or main feature. It shall not exceed 10 square feet in DISPLAY AREA and shall be ERECTED on the same LOT where the event occurs. Such a SIGN shall not be ERECTED on a sidewalk, walkway or driveway, nor within 5 feet from the sideline of a STREET or right of way customarily used by the general public. Such SIGN shall comply with all provisions of Sections 7.3 and 7.4, but it shall not be illuminated, and notwithstanding Sections 7.3.4 and 7.3.6 it may be a MOVABLE SIGN and may consist of a flag or balloon, or may be decorated with ribbons, flags, streamers or balloons which remain reasonably within the confines of the SIGN. Such a SIGN shall not be ERECTED sooner than 7 days before the event and it shall be removed not later than 1 day after completion of the event. Only one such SIGN shall be ERECTED per PRINCIPAL USE at any given time. The number of times such a SIGN may be ERECTED shall not exceed four events per PRINCIPAL USE and calendar year. The display of such SIGNS shall be limited to 28 days per PRINCIPAL USE for each calendar year.]

, or take any other action relative thereto.

Deleted: <sp>

SUMMARY

Special event signs, or temporary signs, are important marketing tools, especially for small businesses. The Acton zoning bylaw currently allows special event signs, but, the rules and limitations may be too stringent and impractical to be useful. There is a significant discrepancy between the zoning requirements for special event signs and the reality; in other words a great number of businesses violate the rules, for instance, with too many signs, too large signs, too frequent signs, or by not obtaining required sign permits. The Town does not have the resources for systematic enforcement of the rules for special event signs. This article would introduce more generous rules. The expectation is that businesses will acknowledge the Town's business friendly gesture and then seek to comply with the rules rather than ignore them. The article would make the following changes for special event signs:

- Remove requirement that the sign must identify the event and the date of the event.
- Allow all types of sign materials and surfaces in village districts including plastic and sheet metal.
- Remove the limit on only four display periods per calendar year.
- Change the overall display time from 28 days to 45 days per calendar year.
- Emphasize that a sign permit form the Zoning Enforcement Officer is required that specifies the sign's location and dates of display.
- Provide for blanket special event sign permits for a whole calendar year.

Deleted: such as

Deleted: or

Deleted: 90

Direct inquiries to: Roland Bartl, Planning Director: planning@acton-ma.gov / (978) 264-9636
Selectman assigned:

- Board of Selectmen:**
- Finance Committee:**
- Planning Board:**