

**ARTICLE 21 . AMEND ZONING BYLAW, ART. IX, SECTION 3259A –
TEMPORARY SIGNS**

To see if the Town will vote to amend Article IX, the Zoning Bylaw, section 3259A as follows by deleting Section 3259A (Temporary Signs) in its entirety, and substituting therefore the following:

- 3259A. Portable Signs. One portable sign is allowed per business provided:
- a) The sign does not exceed six (6) square feet per side and is no more than thirty (30) inches wide.
 - b) The top of any temporary portable sign must be less than four (4) feet above grade.
 - c) All lettering shall be done in a professional workmanlike manner.
 - d) Portable signs shall not be permitted on properties containing a single business which has a freestanding sign.
 - e) For properties containing multiple businesses, no more than two (2) portable signs shall be displayed at a time on any lot.
 - f) Portable signs may only be displayed during the hours that the business is open or operating, but shall be removed at sunset.
 - g) Portable signs shall not be illuminated, have flashing lights, emit sound or simulate motion, nor have any attachments adding to its height or width.
 - h) Portable signs must not create a potential hazard to vehicular or pedestrian traffic.
 - i) Signs which do not comply with any provision of this bylaw may be removed immediately and without notice by the Town.
 - j) An annual registration is required for each portable sign in the amount of \$250.

And to see if the Town will vote to establish and authorize for Fiscal Year 2008, the use of a revolving fund for the administration and inspection of the portable sign program established under this Article, to be funded by registration fees collected; said fund to be maintained in a separate account, pursuant to Massachusetts General Laws, Chapter 44, Section 53E1/2, to be expended under the direction of the Building Inspector; or act on anything relative thereto.

SUBMITTED BY the Planning Board.

REPORT: For the past several years, the Planning Board has presented initiatives to Town Meeting that have been aimed at reducing barriers to economic development opportunities in our commercial areas. This article is one such initiative and comes about from discussions with business owners, the Board of Selectmen, the Design Review Board and other interested residents.

This article will give business establishments more flexibility in their advertising, which is in keeping with Sudbury's goal for economic sustainability.

This article will permit the increase use of portable signs for businesses in town. Currently, the bylaw allows for the use of temporary signs for a maximum of 35 days per year. The changes proposed will give businesses more flexibility when temporary or seasonal signage is necessary. The costs of enforcing this bylaw will be paid for by the registration fees required hereunder.