



Article: 45

Warrant Article Title:

ZONING BYLAW AMENDMENT / PORTABLE AND
TEMPORARY SIGNS

Warrant Article Text:

To see if the Town will vote to amend Section 6.2.6, Standards for Portable Signs and Temporary Signs, of the Zoning Bylaw, to limit the quantity of allowable portable and temporary signs to be used by a business; or take any action related thereto.

Requested By:

the Redevelopment Board

Report Excerpt:

The Board recommends Favorable Action (5-0).

The purpose of Article 45 is to modify the standards for portable and temporary signs in the Zoning Bylaw. Currently, the Zoning Bylaw does not limit the number of portable or temporary signs a business can use, as long as they neither obstruct pedestrian traffic nor exceed the maximum sign area permitted. To maintain ample sidewalk space and public placemaking, this modification proposes limiting a business to one A-frame or Upright sign that does not exceed a maximum height of four feet, width of three feet, and sign area of 12 square feet. The Board discussed the vitality of A-frame and Upright signs to businesses as they provide up-to-date information and let the community know they are open. The Board discussed whether imposing a time limit or maximum number of days to display A-frame and Upright signs was appropriate. It was noted that it is unlikely that staff would be able to keep track of the number of days an A-frame or Upright sign

was displayed, and the Board agreed that these types of signs should be allowed without a time restriction. The Board members also agreed that A-frame and Upright signs should be limited to one per business in order to maintain ample sidewalk space for amenities such as benches and planters.

Article 45 also proposes to reduce the total number of days allowed to display temporary wall banners from 60 days to 30 days. Temporary wall banners are intended to provide short-term signage for a business prior to the installation of permanent, high-quality signage. This reduction is intended to encourage business owners to move forward with permanent signage in a timely manner. The Board decided that 30 days was an appropriate time frame. In addition, the Board agreed to add a restriction to one temporary wall banner per business.

Vote Language:

That the Zoning Bylaw be and hereby is amended as follows:

Amend SECTION 6.2.6, Standards for Portable Signs and Temporary Signs, as follows:

6.2.6. Standards for Portable Signs and Temporary Signs

A. ...

B. Standards for All Portable Signs and Temporary Signs.
Portable and temporary signs are allowed in all zoning districts in compliance with the time, place, and manner restrictions provided in this Section.

(scroll to next page for the chart)

Standards for All Portable Signs and Temporary Signs

Applicable to All Districts

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All Residential Sign Districts

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All Non-Residential Sign Districts

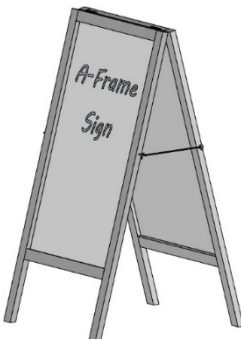
Allowed Sign Types A-Frame or Upright Signs; Yard Sign Type I, II, and III; Wall Banners; and Window Signs.

Total Sign Area Max. 24 sq. ft. per business; excludes the area of temporary wall banner signs and window signs.

Number of Signs ~~Unlimited, except that the total sign area must not exceed 24 sq. ft. per business.~~
Unlimited, with the exception of one (1) A-Frame sign or Upright Sign and one (1) temporary wall banner per business.

(scroll to next page for Section C)

- C. Standards for Specific Portable and Temporary Sign Types. All portable and temporary sign types must comply with the standards provided in this Section. Portable and temporary sign types not included in this table are not allowed.

Standards for Specific Portable and Temporary Signs				
Sign Type	Standard			Other Requirements
	Max. Height	Max. Width	Max. Area	
Portable Signs ¹				
A-Frame or Upright Sign	4 ft.	3 ft.	12 sq. ft.	<u>Max. One (1) per business.</u>
  This diagram is included for illustrative purposes only. It is not part of the Arlington Zoning Bylaw.				
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