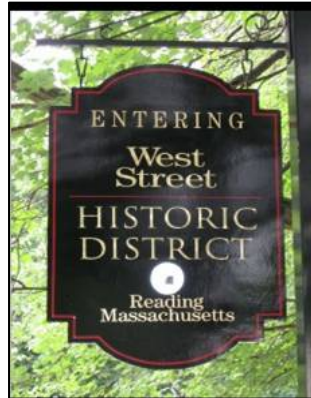




Town of Reading
16 Lowell Street
Reading, MA 01867-2683
ECONOMIC DEVELOPMENT COMMITTEE

PUBLIC FORUM ON PROPOSED SIGN BY-LAW AMENDMENT



You're invited to upcoming public forums hosted by the Economic Development Committee (EDC) at the Reading Senior Center. Meetings are open to the public and all business owners, property owners, residents and all interested parties are encouraged to attend. The forums have been scheduled at times listed below for your convenience:

Wednesday, January 13th, 2010

7:30 AM – 8:30 AM

Or

6:00 PM – 7:00 PM

At

Reading Senior Center

49 Pleasant Street

Reading, MA

This is not a public hearing, it is an opportunity for public comment.

In 2008, the town's Economic Development Committee surveyed local businesses to learn more about the issues facing them. The survey found that one of the biggest concerns was with the sign by-law. This information provided the EDC with a foundation to build on revising the Town's sign by-law. The EDC is now seeking community input in advance of the next step which is to present proposed changes of the sign by-law to the planning commission and then it will be before Town Meeting for adoption.

The recommended sign by-law zoning changes will also include an accompanying design guide book. Combined, the intent is to:

- improve the physical appearance of the community;
- streamline and clearly outline the process of opening a new business;
- simplify and expedite the process for filing for a sign permit

For more information on the draft design guide and recommended by law changes, please visit the EDC's webpage at http://www.ci.reading.ma.us/Pages/ReadingMA_BComm/economic and click on "Proposed Sign By-Law Amendments" on the left hand side of the page.