



CITY OF AMESBURY
IN THE YEAR TWO THOUSAND TWENTY ONE

SPONSORED BY: Steven Stanganelli, At Large **BILL No.** 2021-043
Scott Mandeville, At Large
Adrienne Lennon, At Large

At the meeting of the Amesbury City Council held on October 12, 2021 the following action was taken:

An Ordinance to Amend Amesbury Zoning Bylaw (2015 as amended) to govern electronic signs, message boards, and billboards

Summary: A measure to amend the Amesbury Zoning Bylaw by updating Section VII: Signs to include defined uses and restrictions on electronic outdoor advertising.

WHEREAS, the Amesbury Zoning Bylaw regulates signage and encourages designs and use that reflect the historic character of Amesbury's diverse neighborhoods; and,

WHEREAS, it is a stated goal of the Zoning Bylaw to protect and enhance the visual appearance of Amesbury by maintaining public and private property values as well as promoting public safety; then therefore,

Be it Ordained by the City Council of the City of Amesbury assembled and by the authority of the same, as follows:

Amesbury Zoning Bylaw be amended to change Section VII, Signs, Item 3 "Sign Types and Regulations" to add Item Q: Electronic Outdoor Advertising to read as follows:

"Q: Electronic Outdoor Advertising: A sign defined as a type of Electronic Message Display (EMD) sign that may be electronically or computer-controlled to change messages displayed at a fixed location or as part of a commercial mobile video screen. Uses of a sign or billboard, located on a mobile commercial platform or, if part of a property, either on the exterior or installed on the interior of a building or structure and visible from without, whether free-standing or attached to a structure, double-faced, back-to-back, or V-shaped, of any size or height, that serves to advertise, direct or call attention to any business, article, substance, or service, or anything that is digitally or electronically projected, or by a structure of any kind on real property or upon the ground itself, and that advertises services, products, events, or commodities. Electronic Outdoor Advertising is a use to be regulated by the Zoning Bylaw and not the General Bylaw. Such use shall be prohibited.

Nothing in this section shall be interpreted to apply to temporary, non-commercial mobile signs, nor electronic menu boards, nor signs denoting the business hours of an establishment or used for wayfinding.

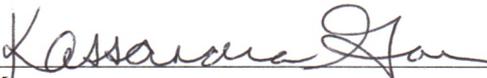
Permanent or temporary non-commercial accessory electronic information displays on City or School buildings, attached or free-standing, shall be allowed provided that such signs shall not exceed fifty percent (50%) of the total square footage of the primary sign or forty (40) square feet, whichever is smaller.”

Councilor Stanganelli moved to adopt bill 2021-043 and he was seconded by Councilor Mandeville. The motion passed 8-1 (Kisieleski no).

Witness my hand and seal for the City of Amesbury this 18th day of October, 2021



City Clerk



Mayor



Date