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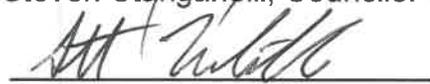
AMESBURY CITY CLERK

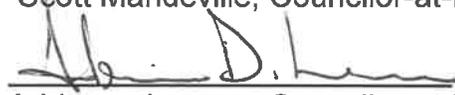
**CITY OF AMESBURY
IN THE YEAR TWO THOUSAND TWENTY-ONE**

SPONSORED BY:


Steven Stanganelli, Councilor-at-Large

BILL No. 2021-043


Scott Mandeville, Councilor-at-Large


Adrienne Lennon, Councilor-at-Large

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. Uses of a sign or billboard, located 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."