



City of Revere
City Council

City Council Order No. 18-075/CZ-18-04

Date: May 7, 2018

Offered by Revere City Council

**AN ORDINANCE FURTHER AMENDING TITLE 15 AND TITLE 17 OF THE REVISED
ORDINANCES OF THE CITY OF REVERE**

Section 1. Title 15, Chapter 15.08 of the Revere Revised Ordinances is hereby amended by deleting this chapter in its entirety.

Section 2. Title 17, Chapter 17.08, of the Revere Revised Ordinances is hereby amended by inserting the following new section:

17.08.095 – Billboard

“Billboard” means a large, non-accessory outdoor board for displaying advertisements that are either static, animated, digital or electronic, or an accessory digital or electronic board, that advertises or otherwise directs attention to a product, service, activity, event, institution, or other business which occurs or is generally conducted, sold, manufactured, produced or offered elsewhere than on the premises where such sign is located, and which is subject to, but not limited to, regulation by the Office of Outdoor Advertising of the Massachusetts Department of Transportation.

Section 3. Title 17, Chapter 17.08, of the Revere Revised Ordinances is hereby amended by inserting the following new section:

17.08.745 – Sign, digital

“Digital sign” means any digital or electronic sign or display using technologies that include, but are not limited to LCD, LED, or other projection display content including digital images, video, streaming media, and information such as scrolling text and images; flashing, changing or animated lights, or visible moving or movable parts, or that displays its message or copy by electronic, digital, or mechanical processes, by remote control or other programming device. Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when in use.

Section 4. Title 17, Chapter 17.16, Section 17.16.040 of the Revere Revised Ordinances is hereby amended by deleting the words “Standing Sign” and its subsequent zoning entries from the Table of Uses, and inserting a new entry for “Billboard under Prohibited Uses in the RA, RA1, RB1, RC, RC1, RC2, RC3, PDD1, PDD2, NB, GB, GB1, CB, HB, TED, LI, and IP Districts within the Table of Uses.

Section 5. Title 17, Chapter 17.16, Section 17.16.040 of the Revere Revised Ordinances is hereby amended by inserting a new entry for “Sign, digital” in the Table of Uses, which shall be followed by

“no” in the RA, RA1, RB, RB1, RC, RC1, RC2, RC3, PDD1, PDD2, NB, GB, GB1, DB, LI, and IP Districts, and “sp” in the HB and TED Districts within said Table of Uses.

Section 6. Title 17, Chapter 17.16, Section 17.16.250 of the Revere Revised Ordinances is hereby repealed by deleting this section in its entirety.

Section 7. Title 17, Chapter 17.36, Section 17.36.010 of the Revere Revised Ordinances is hereby amended by deleting this section in its entirety and inserting in place thereof the following:

Section 17.36.010 – Purpose

The purpose of this chapter is to improve pedestrian and traffic safety; to avoid the proliferation of signs; to minimize their adverse effect on nearby public and private property; to preserve the esthetic environment; to encourage the effective use of signs; and to enable the fair and consistent enforcement of this Chapter.

Section 8. Title 17, Chapter 17.36, Section 17.36.030 of the Revere Revised Ordinances is hereby amended by deleting this section in its entirety and inserting in place thereof the following:

Section 17.36.030 – Digital Sign

No sign in the RA, RA1, RB, RB1, RC, RC1, RC2, RC3, PDD!, PDD2, NB, GB, GB1, DB, LI, and IP Districts shall be a digital sign as defined in this title. Digital signage may be allowed by special permit only in the HB and TED Districts subject to a traffic impact analysis to be approved by the Massachusetts Department of Transportation. Any approved digital sign in the HB or TED Districts must be at least one hundred feet from any public way, and at least three hundred feet from any residence, school, public park, playground or other public grounds.

Section 9. Title 17, Chapter 17.36 of the Revere Revised Ordinances is hereby amended by inserting the following new section:

17.36.035 – Digital signs, illuminated

No digital sign shall be illuminated between the hours of 11:00 p.m. and sunrise.

Section 10. Title 17, Chapter 17.36, Section 17.36.040 is hereby amended by deleting this section in its entirety.

Section 11. Title 17, Chapter 17.36, Section 17.36.090 of the Revere Revised Ordinances is hereby amended by deleting this section in its entirety and inserting in place thereof the following:

17.36.090 – Government signs, exceptions

This title shall not apply to any official traffic control devices required, maintained, or installed by a Federal or State agency, or the city of Revere, or to any Federal, State, or City government signs, or signs permitted by the City on City property, street signs indicating the names or location of any street,

road, way, or avenue, any building markers indicating the name of a building and date and incidental information about its construction, which marker may be cut into a masonry surface or made of other permanent material, fuel pump information signs, and any flags, holiday lights and decorations.

Section 12. Title 17, Chapter 17.36, Section 17.36.100 of the Revere Revised Ordinances is hereby amended by deleting this section in its entirety and inserting in place thereof the following:

17.36.100 – Existing nonconforming signs and billboards.

Subject to Section 17.40.050, signs or billboards legally erected before the adoption of any provision of this title that do not conform to the provisions of this title may continue to be maintained, so long as they conform with this chapter.

Section 13. Title 17, Chapter 17.36 of the Revere Revised Ordinances is hereby amended by inserting the following new section:

17.36.110 – Posting Without Consent

Notwithstanding Section 9.12.030 of the Revere Revised Ordinances, no person, business, agency, or entity shall post or affix in any manner, paint or write or cause to be painted, printed, or written, a notice, sign, advertisement or bill upon a post, pole fence, wall, building, tree, ledges or rocks without the consent of the person, business, agency or entity having ownership, possession, or control of such post, fence, pole, wall, building, tree, ledges or rocks.

Section 14. Title 17, Chapter 17.36 of the Revere Revised Ordinances is hereby amended by inserting the following new section:

17.36.120 – Converting static billboard or sign to digital billboard or sign

A. No static billboard in the RA, RA1, RB, RB1, RC, RC1, RC2, RC3, PDD1, PDD2, NB, GB, GB1, NB, GB, GB1, CB, HB, LI and IP Districts shall be converted to a digital billboard. Converting a static billboard to a digital billboard may be allowed by special permit only in the TED District subject to a traffic impact analysis to be approved by the Massachusetts Department of Transportation.

B. No sign, accessory sign, or sign of any type may be converted or changed to a digital sign, unless otherwise permitted in this title (see 17.36.030).

Section 15. Title 17, Chapter 17.36 of the Revere Revised Ordinances is hereby amended by inserting the following new section:

17.36.130 – Billboard safety and maintenance standards

A. To provide for the structural integrity and maintenance of billboards, and to ensure that all billboards are kept in a clean, safe, secure, and sanitary manner, and that no billboard becomes deteriorated, dilapidated, or a blight on the City, or in any way adversely affects public health or safety, the owner of a billboard shall ensure that it is maintained in compliance with the provisions of Title 8 of the Revere

