

## Malcolm Ragan

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**From:** wfbyron@juno.com  
**Sent:** Sunday, September 26, 2021 10:06 PM  
**To:** Jesse Steadman  
**Cc:** Frank Ramsbottom; Denise Dembkoski  
**Subject:** internally lit signs

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Town of Stow, MA

Planning Board.

Dear Jessie.

I ask you to consider my opinion on the illuminated sign controversy and the discussion on any related bylaw changes.

I have read [6.3.1.5](#) of the zoning bylaws. I recall this law being enacted at Town Meeting and my understanding of its intent.

In my opinion the law was to prevent internally illuminated signs such as the Citgo sign in Boston. This is why we only have signs that are illuminated by lamps aimed at them from outside and below. I believe that the bylaw addresses internally illuminated signs on any property in town. I honestly don't think that some people raising some issues understand the intent of the law or what internally illuminated signifies.

It has been discussed for years, every time a resident sees something that they think may not adhere to the bylaw. There are a few small signs that are lighted and hang inside of the windows of some businesses. These either point out the location of a ATM or may say OPEN. I personally don't think that we should be calling out businesses over this type of lit sign internal to a building. I have attended several meetings where a resident objected to a lit sign in the window of a bank that announced the location of a ATM. While it may, or may not, strictly adhere to the by law as written, it could be an aid to someone looking for a ATM, or whether a business is OPEN, in the dark

I hope that any amendments to the bylaw will allow this type of sign WITHIN STRICT LIMITS ON SIZE AND MAYBE CONTENT, of course. This may require a change to section [6.3.1.3](#). that reads "Signs shall not be illuminated between the hours of 9:00 p.m. and 5:00 a.m., except during business hours" to read "11:00 P.M. and 5:00 A. M." and perhaps other changes as appropriate.

All I am trying to say is that I don't consider small, lighted, informational signs, mostly neon, that hang in the window of a business, to be the kind of internally illuminated signs that the bylaw intended to address.

Thanks for your time and attention.

Regards.

William Byron

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