

# SIGN CODE MODERNIZATION

**SIGN CODE MODERNIZATION** is a Planning Department initiative, which seeks to update the zoning rules and streamline the permitting process for commercial signage citywide.

## WHAT'S THE PROBLEM?

- **1973:** When Boston's current signage rules were adopted
- **100%:** Percentage of proposed signs that currently require design review to get a permit (900 annually)
- **140 days:** Average time it takes a Boston business to get a sign permitted
- **5x:** Longer sign permitting timelines in Boston than in other peer cities



## DRAFT RECOMMENDATIONS

1. **Flexible Rules:** Proposed zoning updates implement new rules that affirm what exists today and set appropriate, but flexible limits for future signs.
2. **Less Review:** Amended regulations allow the vast majority of signs to get a permit by-right, without design review or additional wait times.
3. **Faster Permitting:** Streamlined administrative reviews expect to reduce sign permitting timelines by ~80% from existing, matching other peer city averages.
4. **Better Design:** New design guidelines encourage the creation of fun, unique, and contextually-sensitive signage citywide.

*Does your business need a sign?*

*We want to make it EASIER to get one!*



## STAY INVOLVED

- **Join us** for upcoming virtual public meetings and office hours sessions
- **Submit questions and feedback** to [SignCode@boston.gov](mailto:SignCode@boston.gov)
- **Visit** the Sign Code Modernization project webpage at [bosplans.org/SignCodeModernization](http://bosplans.org/SignCodeModernization) or by scanning the QR code below:

