



THE PLANNING BOARD OF WEST BOYLSTON NOTICE OF PUBLIC HEARING

Pursuant to M.G.L. Chapter 40A, Section 5, the West Boylston Planning Board will hold a Public Hearing on Wednesday, April 13, 2016 at 8:00 p.m. in the first-floor Meeting Room, West Boylston Town Hall, 140 Worcester Street, West Boylston, MA to consider amending West Boylston's Zoning Bylaw (Signs and Billboards, Section 5.6) as follows: 1. Revise Section 5.6.E.2 Business Centers standing sign requirements for retail, business centers, or office/industrial/technical parks; 2. Revise Section 5.6.C.2 Sign Schedule dimensional requirements for Business Center standing signs; 3. Revise Section 5.6.D.3.1.e.i Decrease or remove the minimum duration requirement for digital display signs; 4. Revise other sections of Section 5.6 to allow standing signs for business centers to be located within 10' of the property line; and 5. Revise Section 5.6.D.3.1.e. Add standards associated with digital display signs. The complete text of the proposed zoning bylaw amendment is available at the Town Clerk's Office for public inspection during regular business hours.

Marc Frieden, Chair
West Boylston Planning Board

Run Dates: March 30 & April 6, 2016

The following are proposed amendments to Section 5.6, Signs and Billboards, of the Zoning Bylaws for public hearing dated April 13, 2016.

5.6.E.2) Business Centers (page 84)

Standing signs identifying retail, business centers, or office/industrial/technical parks or centers shall contain the name, and address ~~and logo or trademarks~~ of the office park or center. ~~Such signs may include the name of not more than 12 of the tenants therein, with said names to be integrated into the overall design of the sign.~~ The name of the center must utilize at least 20% of the total sign area. ~~Minimum letter heights shall be eight inches. for signs up to 50 square feet and 10 inches for signs up to 100 square feet.~~ No part of the sign shall exceed the height of the building or 20 feet, whichever is less; and be located ~~at least 10 feet from~~ on the property.

5.6.C.2) Sign Schedule (page 78)

Standing Sign

Business Center: 1 per lot

~~For identification of business center, shopping center, industrial park and/or business therein: not to exceed 64 square feet in area.~~

~~OR~~

Portion identifying business center, shopping center or industrial park ~~not to exceed 20 square feet~~ must be at least 20% of total sign area and portion identifying individual business or

industrial units not to exceed ~~8 square feet per unit and not to exceed 80 square feet in total~~ **80%**
of total sign area, and the total sign area is not to exceed 100 square feet.

5.6.D.3.1.e. i. Duration (page 81)

| The full digital image or portion thereof may change ~~no more than once per minute~~, **but no**
portion of the image may scroll, twirl, change color, imitate movement in any manner or meet
the characteristics of a flashing sign.

For consideration to be added to section 5.6.D.3.1.e:

1. Digital display signs are not permitted within any residential district.
2. A message displayed on a digital display sign shall be composed of one foreground color and one contrasting background color.

Legend:

Proposed deletion to current bylaw noted above in ~~red with strikethrough~~; Proposed addition
noted above in **blue, bold, underscore**.