

## Warrant Article Questionnaire Non-Standard Town Agency Articles

### Section III – Questions with Response Boxes – To Be Completed By Petition Sponsor

Article #24	Date Form Completed: March 18, 2021
Article Title: Amend Zoning Bylaws: Signage	
Sponsor Name: Planning Board	Email: <a href="mailto:tevens.pb@natickma.org">tevens.pb@natickma.org</a> <a href="mailto:jfreas@natickma.org">jfreas@natickma.org</a>

Question	Question
1	Provide the article motion exactly as it will appear in the Finance Committee Recommendation Book and presented to Town Meeting for action.
Response	<p>Move to amend <b>Section V-H</b> (Signs and Advertising Devices), <b>Section D</b> (Regulations and Restrictions Applicable to Use Districts) of the Natick Zoning Bylaws by the following:</p> <ol style="list-style-type: none"> <li>1. <u>Section 2, Downtown Mixed Use District:</u>  <u>In subsection (a) 2.Size,</u>  <b>Delete</b> “A sign shall not be more than two (2) feet in overall height with the total area not to exceed thirty (30) square feet” and  <b>Replace it with</b> “Letters in a sign shall not be more than two (2) feet in overall height, exclusive of ascenders and descenders, with the total area of the sign not to exceed thirty (30) square feet.”</li>   <li>2. <u>Section 3, Commercial Two (C-II), Industrial One (In-I), Industrial Two (IN-II), Highway Mixed Use-I (HM-I), Highway Mixed Use-II (HM-II), Highway Mixed Use-III (HM-III), Highway Planned Use (HPU), Limited Commercial (LC):</u>   <u>In subsection (a), Accessory Signs where building setback does not exceed two hundred (200) feet,</u>  <b>Delete</b> “A sign shall not be more than two (2) feet in overall height with the total area not to exceed eighty (80) square feet” and  <b>Replace it with</b> “Letters in a sign shall not be more than two (2) feet in overall height, exclusive of ascenders and descenders, with the total area of the sign not to exceed eighty (80) square feet.”             In the following sentence, which begins “A standing sign...”  <b>Add</b> the words “square feet” at the end of the sentence so that it reads “A standing sign shall not be more than ten (10) feet in overall height with a total area not to exceed fifty (50) square feet.”   <u>In subsection (b), Accessory Signs where building setback exceeds 200 feet,</u>  <b>Delete</b> “A sign shall not be more than three (3) feet in overall height with the total area not to exceed one hundred eighty (180) square feet except for a standing sign which cannot be more than ten (10) feet in total height with the total area not to exceed fifty (50) square feet” and  <b>Replace it with</b> “Letters in a sign shall not be more than three (3) feet in overall height, exclusive of ascenders and descenders, with the total area of the sign not to exceed one hundred eighty (180) square feet except for a standing sign, which cannot be more than ten (10) feet in total</li> </ol>

## Warrant Article Questionnaire Non-Standard Town Agency Articles

	<p>height with the total area not to exceed fifty (50) square feet.”</p> <p><u>In subsection (c)2, Mall or Theme projects – HPU Districts, Exterior Signs,</u>  <b>Delete</b> the phrase “shall be not more than three (3) in height and 150 square feet in area” and  <b>Replace it with</b> “shall not have letters more than three (3) feet in height and shall not exceed 150 square feet in area” so that the section reads</p> <p style="text-align: center;">“In addition to any signs otherwise permitted under this bylaw, signs consisting of the name and/or logotype of a project, which are mounted on a wall of a building or on an architectural or structural element of a project, shall not have letters more than three (3) feet in height and shall not exceed 150 square feet in area. In applying these limitations, only the area of the wall or architectural or structural element encompassed by each individual word or logotype “envelope” shall be deemed to constitute the sign area.”</p>			
2	At a summary level and very clearly, what is the proposed purpose and objective of this Warrant Article and the accompanying Motion?			
Response	(Type response here) To revise recently identified language regarding letter and sign height to be consistent with original intent and long-standing practice			
3	Has this article or one of a very similar scope and substance been on a previous Warrant Article and what have been the actions taken by the Finance Committee, other Boards or Committees and Town Meeting?			
Response	(Type response here)			
	Warrant Period	Other Committees	FinCom Action	Town Meeting
	SATM 2020			
	FTM 2019			
	SATM 2019			
	FTM 2018			
	Prior			
	Comments: No			
4	Why is it required for the Town of Natick and for the Town Agency sponsor(s)?			
Response	(Type response here) For more than 15 years, the Planning Board had applied the height limit reference to mean the height of letters in a sign. The Building Commissioner noted that the actual wording was “overall height of the sign”, not letter height. When considering the maximum square footage allowed for a sign face, that interpretation would appear to allow signs that would be 15 to 60 times longer than they are tall. We seek to remedy this.			
5	Does this article require funding, how much, from what source of funds and under whose authority will the appropriation be managed and spent?			
Response	(Type response here) No funding required			

## Warrant Article Questionnaire Non-Standard Town Agency Articles

6	<p>Does this article act in any way in concert with, in support of, or to extend any prior action of Natick Town Meeting, Mass General Laws or CMR's or other such legislation or actions?</p> <p>Does this article seek to amend, rescind or otherwise change any prior action of Natick Town Meeting?</p>
Response	<p>(Type response here)</p> <p>This article is consistent with other parts of the existing Sign Bylaw, Section V-H of the Zoning Bylaws.</p>
7	<p>How does the proposed motion (and implementation) fit with the relevant Town Bylaws, financial and capital plan, comprehensive Master Plan, and community values as well as relevant state laws and regulations?</p>
Response	<p>(Type response here) This article is consistent with other parts of the existing Sign Bylaw, Section V-H of the Zoning Bylaws.</p>
8	<p>Who are the critical participants in executing the effort envisioned by the article motion?</p>
Response	<p>(Type response here)</p> <p>Building Commissioner; Community and Economic Development; Planning Board</p>
9	<p>What steps and communication has the sponsor attempted to assure that:</p> <ul style="list-style-type: none"> <li>● Interested parties were notified in a timely way and had a chance to participate in the process</li> <li>● Appropriate Town Boards &amp; Committees were consulted</li> <li>● Required public hearings were held</li> </ul>
Response	<p>(Type response here)</p> <p>Building Commissioner was consulted on the proposed revision and concurred with the change.</p>
10	<p>Since submitting the article have you identified issues that weren't initially considered in the development of the proposal?</p>
Response	<p>(Type response here) No</p>
11	<p>If this Warrant Article is not approved by Town Meeting what are the consequences to the Town and to the sponsor(s)? Please be specific on both financial and other consequences?</p>
Response	<p>(Type response here)</p> <p>Failing to approve this article would mean that a special permit process would be required for any sign proposed with a total height of more than two or three feet (depending on setback).</p>