

2021 SPRING ANNUAL TOWN MEETING
Article 24
Amend Zoning By-Laws: Signage
(Planning Board)

To see if the Town will vote to amend the Town of Natick Zoning Bylaws by modifying Section V-H (Signs and Advertising Devices) and the dimensional requirements therein.

MOTION:

Move to amend **Section V-H** (Signs and Advertising Devices), **Section D** (Regulations and Restrictions Applicable to Use Districts) of the Natick Zoning Bylaws by the following:

1. Section 2, Downtown Mixed Use District:

In subsection (a) 2.Size,

Delete "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

Replace it with "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."

2. 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):

In subsection (a), Accessory Signs where building setback does not exceed two hundred (200) feet,

Delete "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

Replace it with "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..."

Add 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."

In subsection (b), Accessory Signs where building setback exceeds 200 feet,

Delete "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

Replace it with "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 height with the total area not to exceed fifty (50) square feet."

In subsection (c)2, Mall or Theme projects – HPU Districts, Exterior Signs,

Delete the phrase “shall be not more than three (3) in height and 150 square feet in area” and **Replace it with** “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

“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.”

NB: The above motions include the correction of two errors in the current Zoning Bylaws:

- *the inadvertent omission of the phrase “square feet” in V-H.D.3(a) 2; and*
- *the inadvertent omission of the word “feet” in V-H.D.3(c) 2*

ARTICLE 24 - REDLINE

Section V-H (Signs and Advertising Devices), **Section D** (Regulations and Restrictions Applicable to Use Districts):

V-H.D.2. Downtown Mixed Use District (DM)

Section 2, Downtown Mixed Use District:

(a) 2.Size,

Letters in a 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.

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):

(a) Accessory Signs where building setback does not exceed two hundred (200) feet,

Letters in a 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

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**.

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):

(b) Accessory Signs where building setback exceeds 200 feet,

Letters in a 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 height with the total area not to exceed fifty (50) square feet.

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):

(c) Mall or Theme projects – HPU Districts

2. Exterior Signs,

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 **be-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.