



Town of Lancaster
Board of Appeals
Lancaster, Massachusetts 01523

Memorandum

To: Jeanne Rich, Chair – Board of Appeals

From: Michael Antonellis, Director of Community Development & Planning

CC: Board of Appeals Members

Date: January 22, 2020

Re: **Special Permit: 695 Main Street**

Application – Special Permit

Petitioner: Lancaster Youth Baseball

Address: 695 Main Street (Assessors Map 034-0091.0)

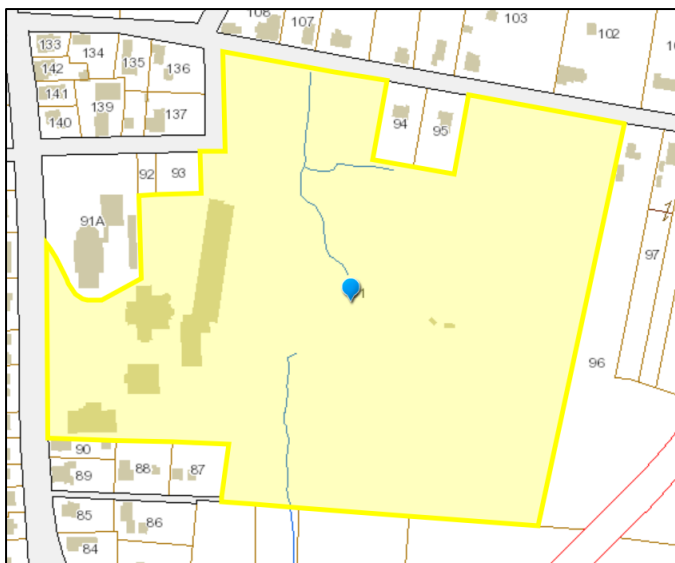
Scheduled Meeting Date: January 23, 2019

Project Summary

A petition by Lancaster Youth Baseball & Softball (applicant) for a Special Permit to allow a sign to exceed the size limit pursuant to 220-31 the Town of Lancaster Zoning Bylaws.

The site is located in the Residential Zoning District at 695 Main Street, Lancaster, MA, and is identified on Assessor's Map 34 as Parcel 91.

Project Location



Staff Recommendation

If the board chooses to approve the application, then it should make specific findings pursuant to the criteria noted in Section 220-31. Reference below review.

If approved, the board may impose conditions that are limited to the property and the work proposed. Staff suggests the following conditions of approval:

1. That the scoreboard shall only be in operation throughout the duration of games or official use of the baseball and softball fields.
2. The scoreboard shall only be in operation during daylight hours and remain off during all other times.

Waivers Requested

No waivers have been requested

Prior Approvals

None.

Review

Section 220-27 General Regulations

- A. Interference with traffic. No sign shall be so placed or so worded, designed, colored or illuminated as to obscure or distract from signs regulating traffic.

There will be no interference with traffic as the location of the proposed sign is setback a considerable distance from the road and is not adjacent to an intersection.

- B. Motion. Flashing or moving signs are prohibited in all districts.

There are no flashing lights proposed. However the applicant should comment on the interior lighting of the scoreboard.

- C. Setbacks and corner clearance. No sign, including temporary signs, shall be closer than 20 feet to any street or lot line unless affixed to a building. The requirements of corner clearance (§ **220-13**) shall apply.

The proposed will comply with setbacks as shown on the plan provided.

- D. Signs on Town property. All signs on Town property, except for temporary or directional signs as permitted in § **220-30**, shall require a special permit from the Board of Appeals.

The Applicant has applied for a Special Permit herein as is required by this bylaw.

- E. Sign content. Except for permitted directional signs, sign content shall pertain exclusively to products, services, or activities on the premises. Sign shall not display brand names, symbols, or slogans of nationally advertised products or services except in cases where the majority of the floor or lot area on the premises is devoted to that brand, product or service.

The applicant has applied for a Special Permit due to the proposed area on the scoreboard that will be dedicated to advertisement. The board may also consider the scoreboard as a whole, but the petition is specific to the advertisement portion.

Section 220-28 Permitted Form of Illumination

The sign will not be illuminated. The applicant should confirm this.

Section 220-29 Limitations on Size and Location

- A. General Location of Signs. All signs shall be placed on the premises to which their message pertains, with the following exceptions:
- i. Municipal, state or federal signs;
 - ii. Permitted temporary posters or political signs;
 - iii. Directional signs pertaining to an institutional, educational or recreational use, provided a special permit is granted by Board of Appeals for their location and indirect illumination, if any.

Not Applicable

- B. Freestanding signs. Freestanding signs shall be limited to one per premises, in the principal front yard only, and shall not be placed on a tree, rock, or utility pole. In Residence Districts, no such sign shall exceed three square feet in area on residential premises, nor 12 square feet on nonresidential premises or on premises for sale. In all

other districts, such signs are limited to an area not greater than 30 square feet or one square foot for each four linear feet of the principal lot frontage, whichever is smaller.

The sign portion of the scoreboard will be 20 Square Feet.

C. Attached Signs.

Not Applicable.

220-31 Size, location and illumination exceptions.

This is the provision that the applicant has applied under.

The Board of Appeals may grant exceptions regarding the size, location and allowable illumination of signs (such as allowing direct illumination) upon its determination that the objectives of facilitating efficient communication, avoidance of visual conflict with the environs, and good relationships between signs and the buildings to which they relate are satisfied, considering the following among other considerations.

- A. Sign size is appropriate in relation to development scale, viewer distance, speed of vehicular travel, street width, and signage on nearby premises.
- B. Visibility of other public or private signage on nearby premises is not unreasonably diminished.
- C. Sign content is simple and neat, with minimum wording to improve legibility.
- D. Sign placement, colors, lettering style, and form are compatible with building design.
- F. Sign design and location do not interrupt, obscure or hide architectural features of the building, such as columns, sill lines, cornices, or roof edges.
- G. Sign brightness is not inconsistent with that of other signs in the vicinity.

Additional Questions / Comments to the Applicant

The board may use these comments at their discretion. If the board feels these have been answered to their satisfaction at a previous hearing then please move to a different question.

1. Please comment on the times of games and when the scoreboard will be in use.

Legal Ad Publication Dates

Friday January 3, 10 and 17*, 2020

*Due to a typo in the original advertisement the notice was advertised a 3rd time on the 17th to account for the error. All notices sent to abutters were correct and without the typo.