



SITE IDENTITY SIGNAGE

WAYLAND TOWN CENTER

Wayland, MA

Concept Design and Pricing Set

03.03.19 UPDATE



Article 23: Mixed Use Overlay District (MUOD)

2309.4. Signs.

2309.4.1. Signage must (a) be in keeping with a traditional New England town center; and (b) be integrated into the overall architectural design of the mixed-use project.

2309.4.2. The following dimensional standards apply:

Size Category (see § 198- 2308.3.1)	Area of Any Single Sign on a Primary Wall	Area of Any Single Sign on a Secondary Wall
A	Up to 120 sq. ft.	Up to 60 sq. ft.
B	Up to 60 sq. ft.	Up to 40 sq. ft.
C, D, E	Up to 40 sq. ft.	Up to 25 sq. ft.

An establishment can have only one primary wall, to be designated in the signage plans referenced in § 2309.4.6. All other designations will be made in the signage plans.

2309.4.3. For Size Category B, the allowed aggregate area of an establishment’s main signs on the primary wall can be up to 90 sq. ft.

2309.4.4. For all size categories, the aggregate area of signage will be determined by special permit.

2309.4.5. Signs may be illuminated externally, but no sign can be illuminated internally.

2309.4.6. The applicant shall prepare signage plans indicating aggregate signage, maximum sign area, and proposed lighting, demonstrating that signs and proposed lighting will comply with § 198-2309.4, § 198-501 (except that the area and height limits specified in § 198-501.1 shall not apply), and the Planning Board’s rules and regulations for the MUOD.

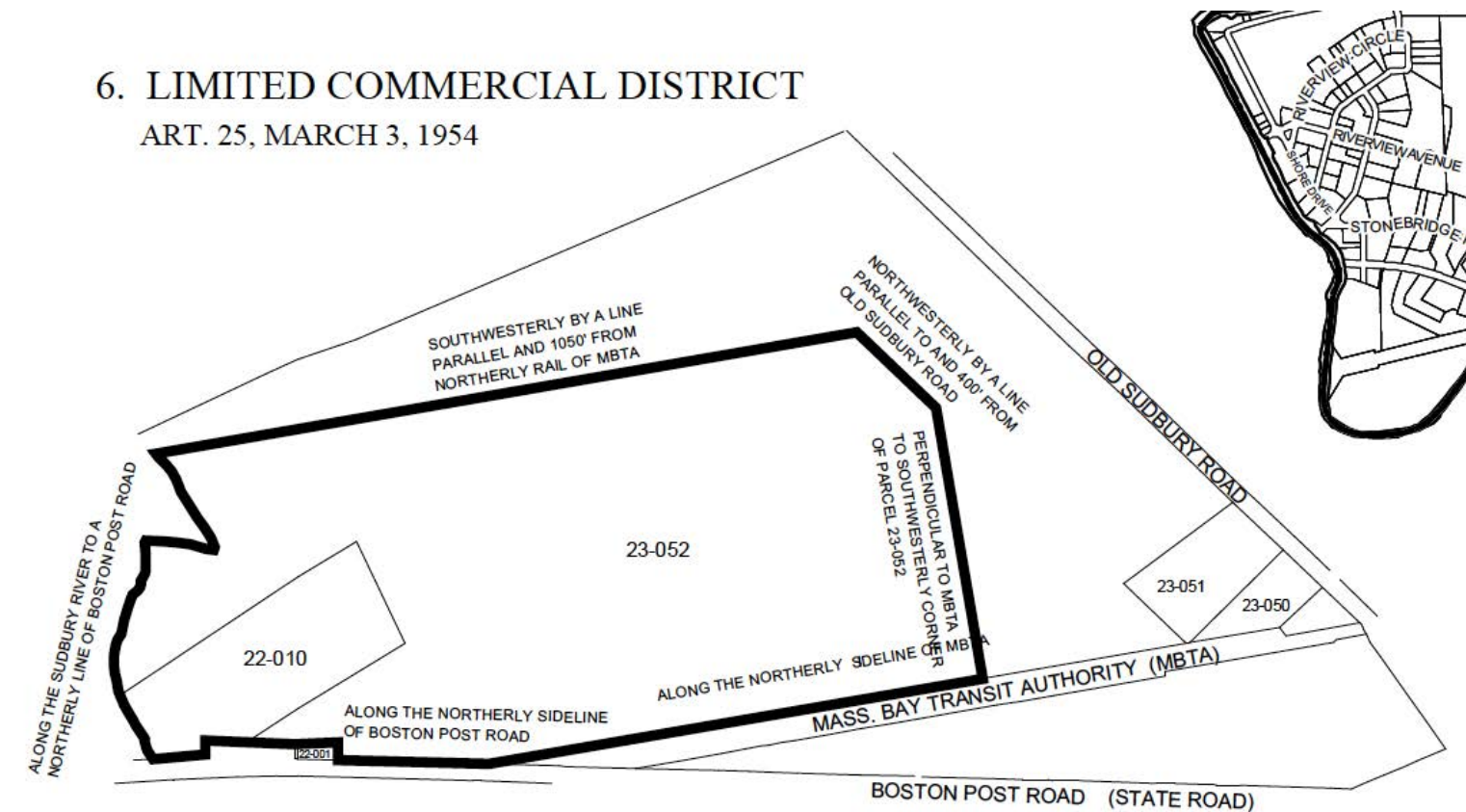
2309.4.7. By special permit, the Planning Board may allow signage that varies from that which is permitted in §§ 198-501.1 and 198-2309.4, including signage not on the same premises as the building, structure, or use to which the signage pertains (provided the signage is still within the MUOD).

2308.3.1. To ensure a mix of larger and smaller establishments devoted to retail, service, assembly or restaurant use, and without limiting the size or configuration of buildings, the size and number of individual establishments in the MUOD taken as a whole shall not exceed the following aggregate limits:

Size Category	Maximum Gross Floor Area Allowed for Each Establishment	Minimum Number Required	Maximum Number Allowed
A	More than 15,000 but not more than 45,000 sq. ft.	none	One
B	More than 10,000 but not more than 15,000 sq. ft.	none	Two
C	More than 7,000 but not more than 10,000 sq. ft.	(none)	Three (subject to § 198-2308.3.2)
D	More than 5,000 but not more than 7,000 sq. ft.	(none)	Five (subject to § 198-2308.3.2)
E	Not more than 5,000 sq. ft.	Seven	Unlimited

6. LIMITED COMMERCIAL DISTRICT

ART. 25, MARCH 3, 1954



§ 198-501 Signs and exterior lighting.

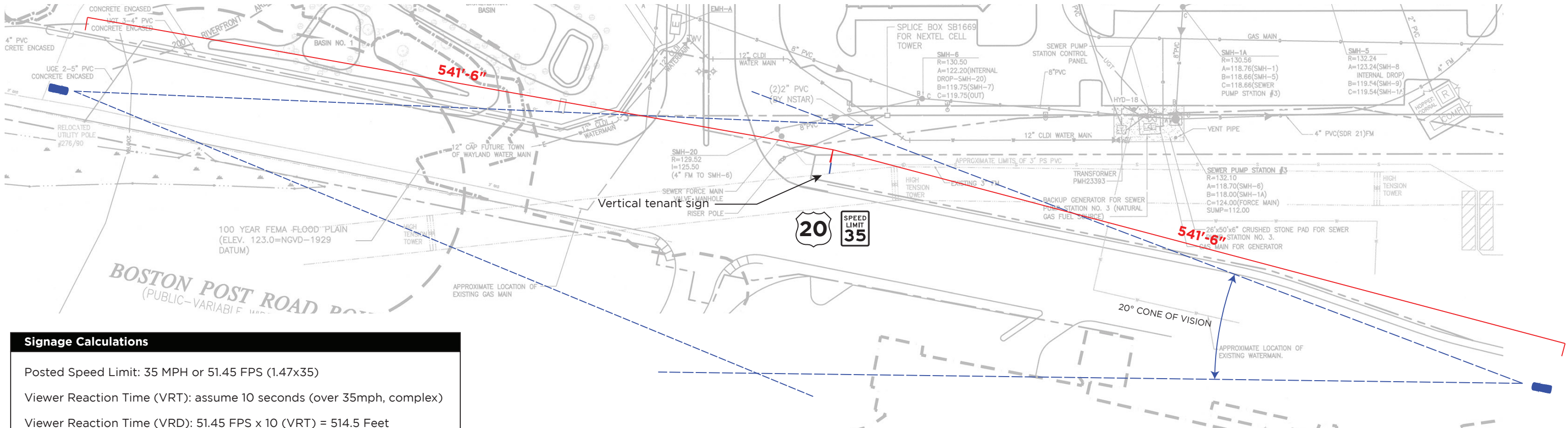
[Amended 4-7-2011 ATM by Art. 19]

501.1. Only those signs and exterior lighting as pertain to buildings, structures, or uses permitted in this Zoning Bylaw and on the same lot are permitted. Yard requirements as otherwise specified in this Zoning Bylaw shall apply to signs and exterior lighting fixtures and structures, except freestanding lampposts at a residence in a residential district, which lampposts shall have a minimum front yard setback requirement of 15 feet, to be measured from the front property line. Signage in residential districts shall be limited to that which is permitted by other sections of this Bylaw. Signage in districts other than residential districts may not exceed 40 square feet of area and 15 feet in height, including supporting structures and light sources. Signs attached to buildings may not rise above the front roofline of the building to which it is attached. Signs must be fixed in position so as not to rotate or oscillate. Signage in excess of that which is permitted may be allowed with a special permit issued by the special permit granting authority with appropriate jurisdictional responsibility for site plan approval, as provided for in § 198-603; provided, however, that signs with moving parts and internally illuminated signs are prohibited. The sign dimensions set forth in this Zoning Bylaw apply in the aggregate to all signs on the lot.

[Amended 4-29-1996 STM by Art. 1; 5-1-2002 ATM by Art. 30]

501.2. Exterior lighting and lighting of signs shall be continuous illumination, not flashing, blinking or varying in color. Exterior lighting fixtures shall be designed and placed so that the light source shall be completely shielded or diffused so as not to produce glare at any point along the exterior lines of ways adjacent to the lot where the sign is located or at another lot in a residential district. Illumination of athletic fields, golf courses and tennis courts is permitted when a special permit is issued by the Zoning Board of Appeals under the provisions of § 198-203. The provisions of this article do not apply to the seasonal display of lights for the purpose of the celebration of holidays nor to signs and advertising devices that have been installed or erected pursuant to a special permit, which permit shall expire in seven days after issuance by the Board of Selectmen to a person or persons for any of the purposes set forth in MGL c. 180, §§ 2 and 4.

LEGIBILITY STUDY ROUTE 20



Signage Calculations

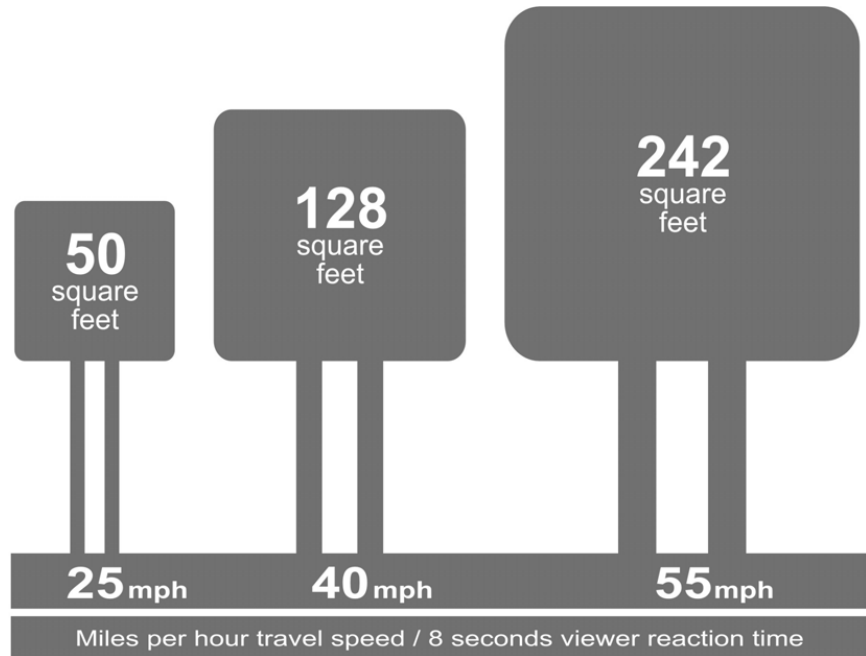
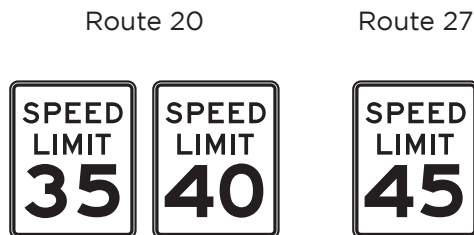
Posted Speed Limit: 35 MPH or 51.45 FPS (1.47x35)

Viewer Reaction Time (VRT): assume 10 seconds (over 35mph, complex)

Viewer Reaction Time (VRD): 51.45 FPS x 10 (VRT) = 514.5 Feet

Letter Height: VRD/Legibility Index, or $514.5/24 = 21''$ letter ht.

Calculations based on Sign Legibility Rules of Thumb, United States Sign Council, 2006



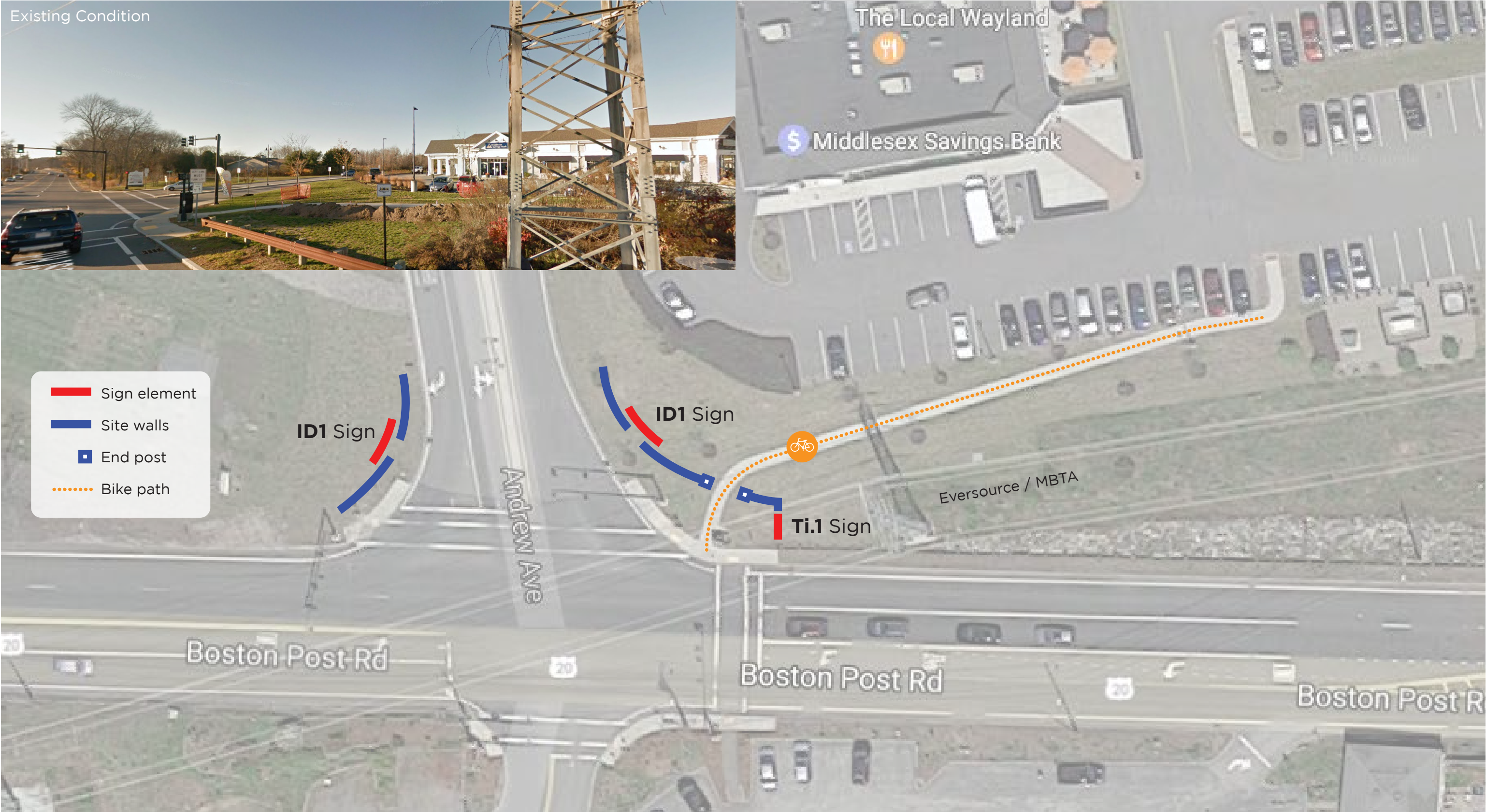
Average sign size related to speed of travel and reaction time

Illustration from *Street Graphics and the Law*,
American Planning Association, 2004

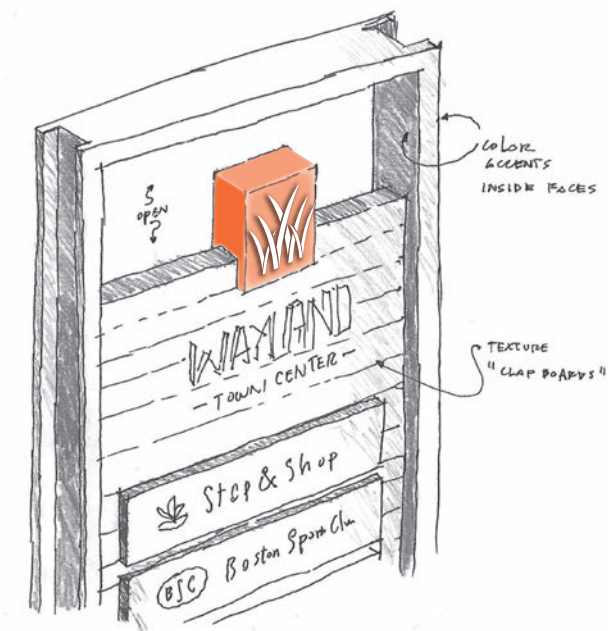


BOSTON POST ROAD ENTRY CONCEPT

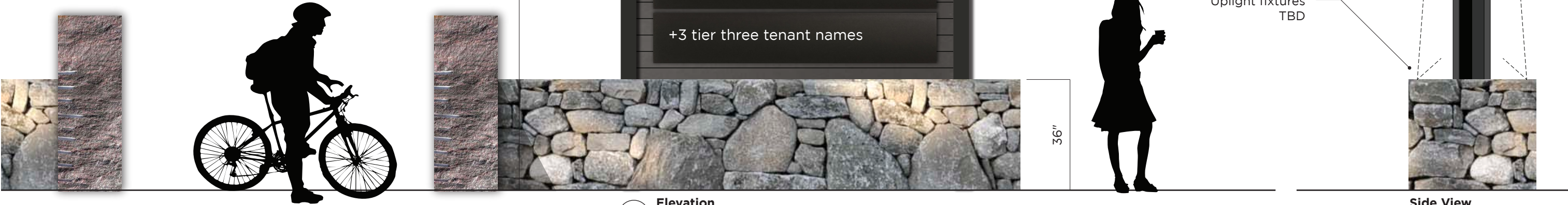
Existing Condition



PROPOSED detail refinements

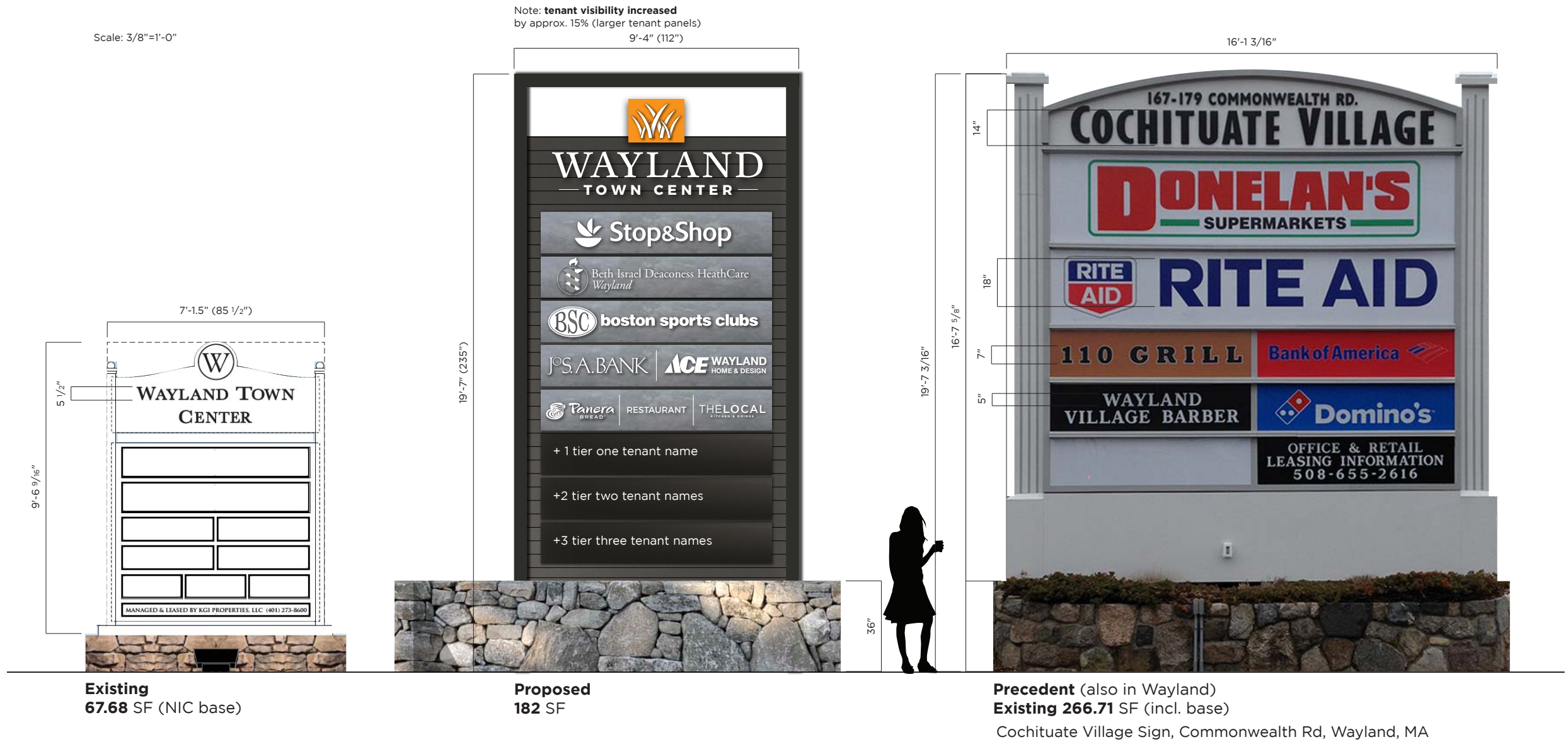


Concept/3D sketch

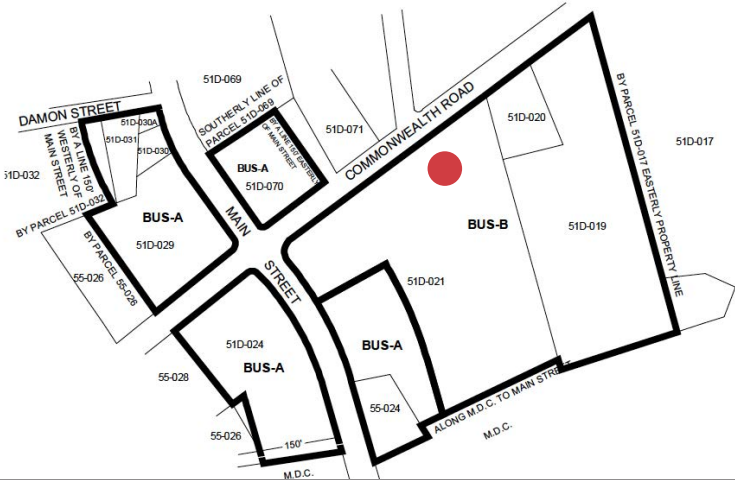


1 Elevation
Scale: 3/8"=1'-0" TI.1

Side View



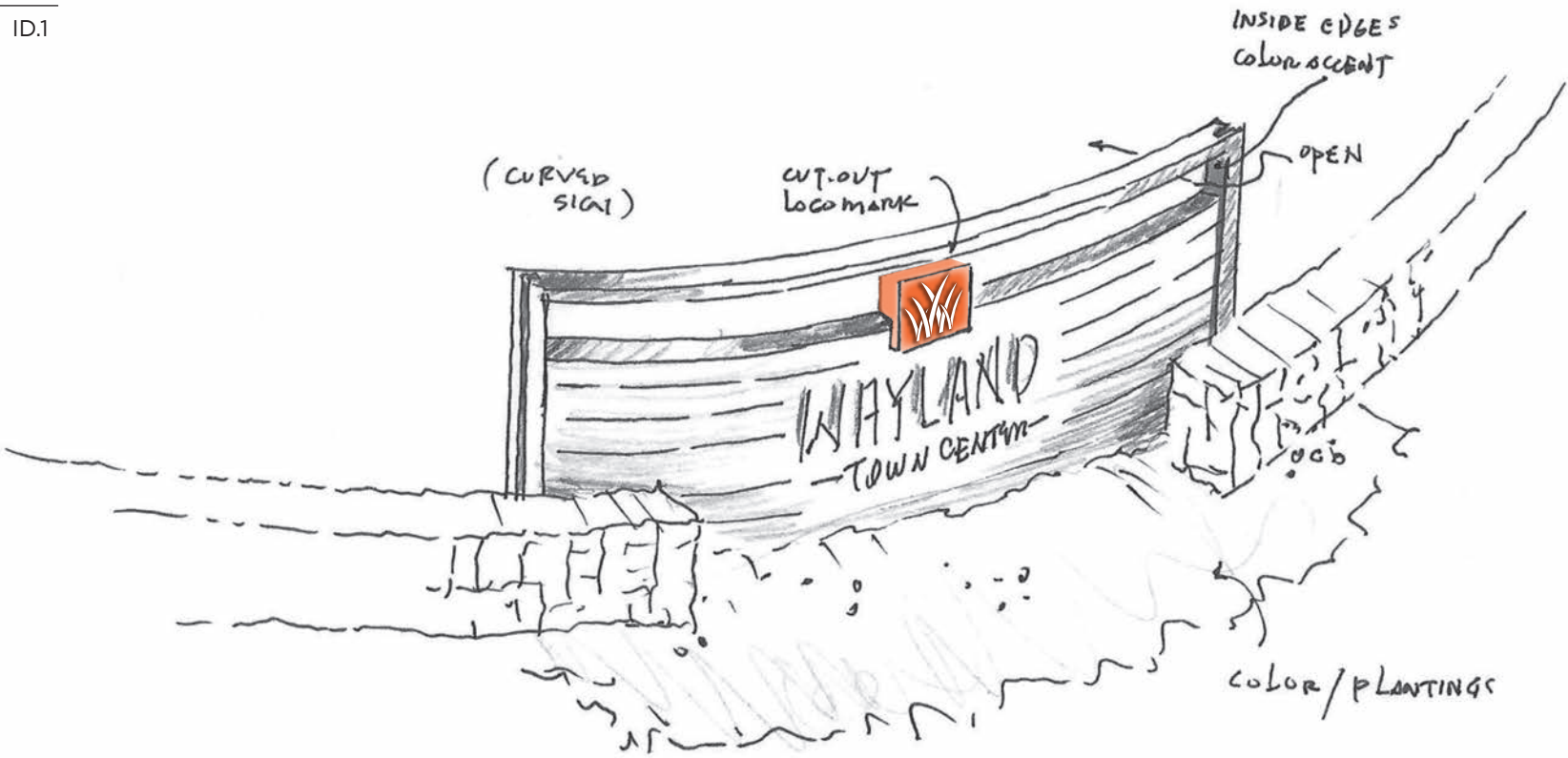
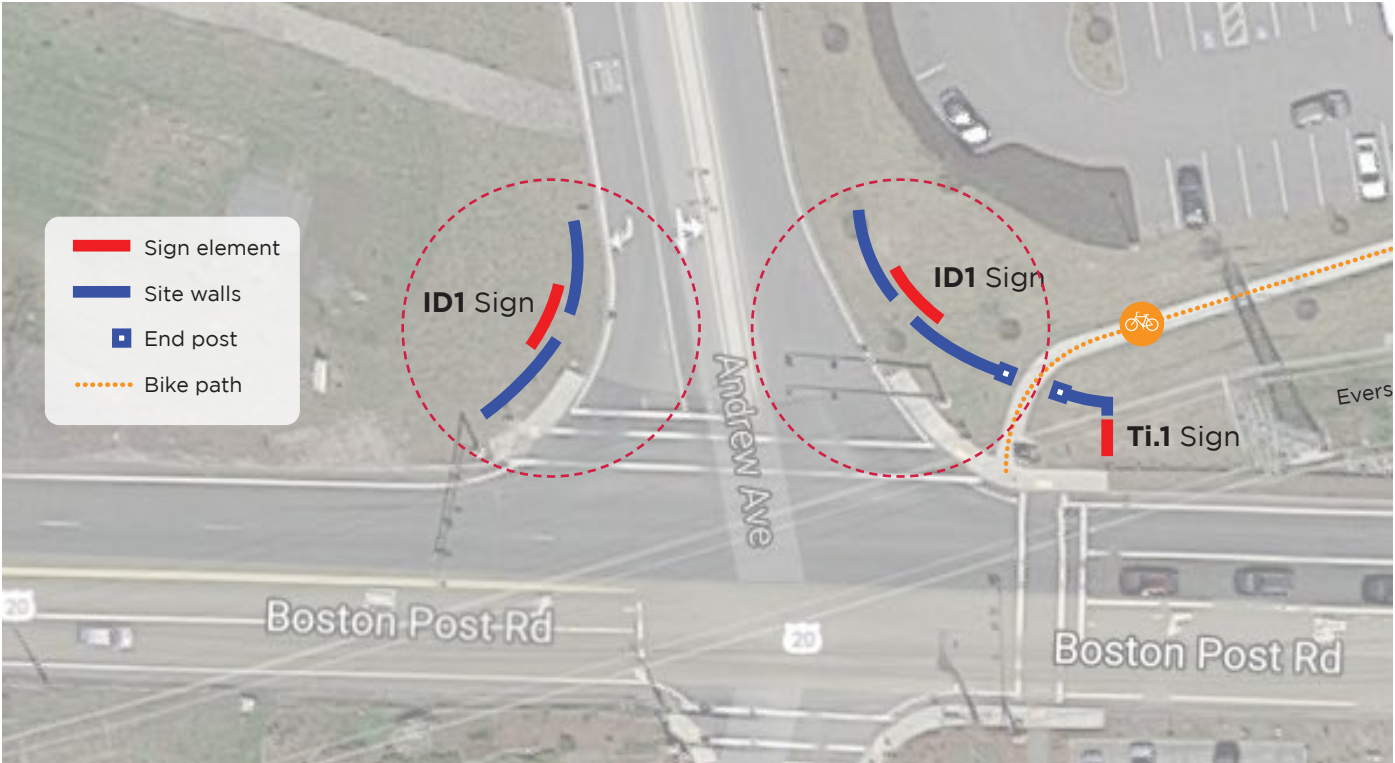
5. BUSINESS DISTRICTS A & B
1934 MAP
ART. 29, MARCH 7, 1956
ART. 53 & 54, MARCH 18, 1957
ART. 38, MARCH 20, 1967



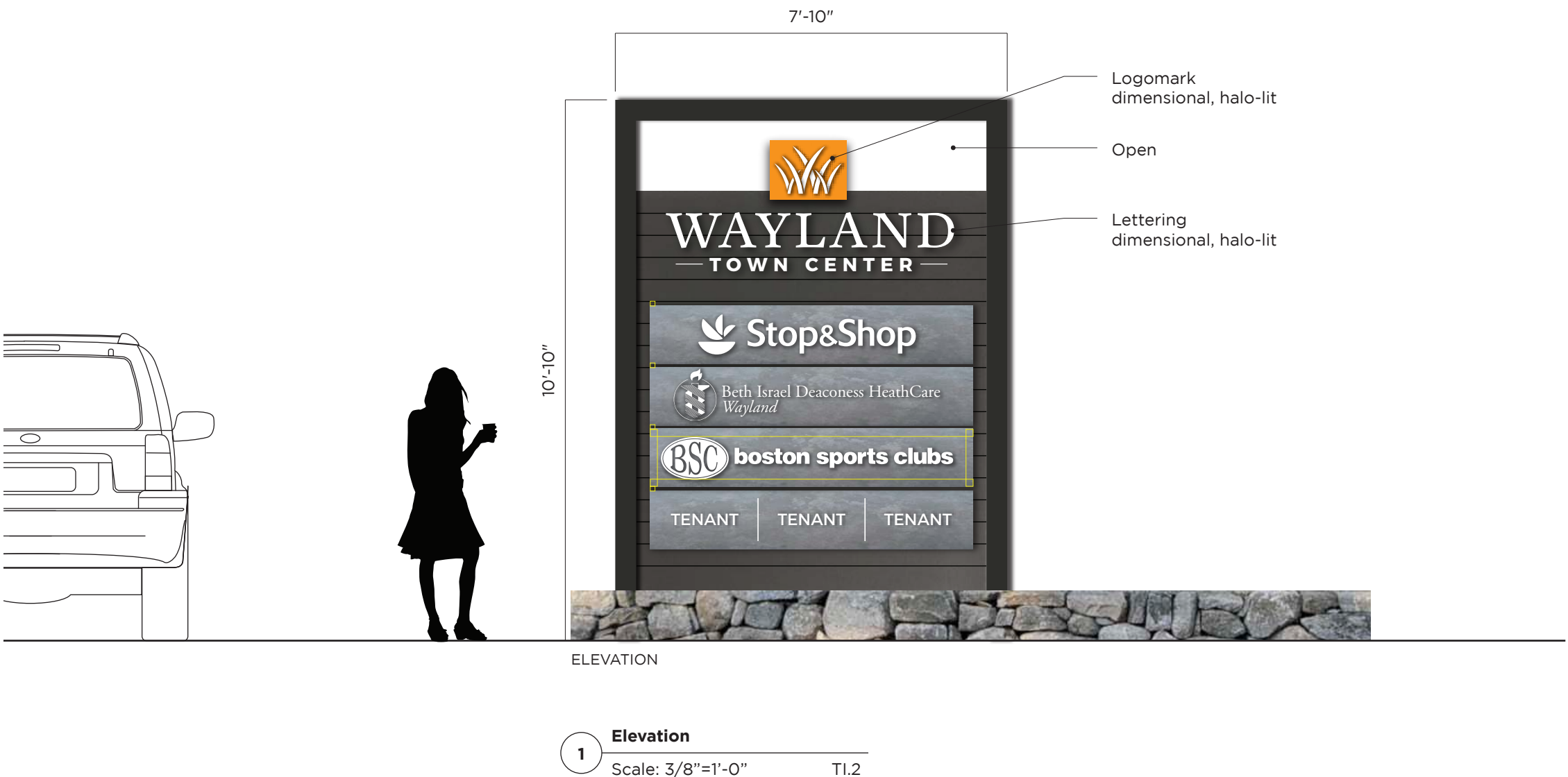
PROPOSED detail refinements



1 Elevation
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PROPOSED detail refinements



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