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§ 199-18. Planned Commercial Village Center District (PCVC). [Added 7-14-1994 STM by Art. 3]

A. Purpose. The purpose of the PCVC District is to:

- (1) Provide an attractive setting for large commercial retail and/or office or institutional structures in a village atmosphere.
- (2) Promote job creation along with growth in the town's tax base.
- (3) Maximize the use of the site's natural characteristics.
- (4) Maintain aesthetic sensitivity and compatibility with the surrounding community.
- (5) Minimize the overall impact of development on the immediate environment, neighborhood and community.

B. Permitted uses shall be as follows:

(1) Principal uses.

- (a) Planned commercial village center, as defined in Section 199-4, Definitions, provided that the total square feet of floor area does not exceed 75,000 square feet.
- (b) Planned unit office or research center, as defined in Section 199-4, Definitions, provided that the total square feet of floor area does not exceed 75,000 square feet.
- (c) Library.
- (d) Museum.
- (e) Municipal use.
- (f) Educational and religious uses as allowed by MGL c. 40A, Section I.
- (g) Agricultural uses as allowed by MGL c. 40A, Section 3.

(2) Accessory uses.

(a) Food Courts

~~(a)(b)~~ Tourist information center, whether operated by a public or private operator, in association with any of the principal uses in the district.

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(c) Other indoor and/or outdoor activities including retail activities, sidewalk sales, kiosks, carts, vending machines, off and on premise displays, tents and tent sales, community events, blood drives, health screenings, automatic teller machines, drop and collection boxes, parcel shipping and wrapping activities.

C. Special permitted uses. Uses which may be permitted within planned commercial village centers by the Planning Board in accordance with the regulations appearing in Section 199-34B(3) and Article

XIII of this chapter and in compliance with all other applicable provisions of this chapter shall be as follows:

- (1) Planned commercial village center, as defined in Section 199-4, Definitions, provided that the total square feet of floor area exceeds 75,000 square feet.
- (2) Planned unit office or research center, as defined in Section 199-4, Definitions, provided that the total square feet of floor area exceeds 75,000 square feet.

ARTICLE XIII
Planned Commercial Village Center
[Added 7-14-1994 STM by Art. 3]

§ 199-77. Purpose.

The purpose of the Planned Commercial Village Center shall be as follows:

- A. To provide an attractive setting for large commercial retail and/or office or institutional structures in a village atmosphere.
- B. To promote job creation along with growth in the town's tax base.
- C. To maximize the use of the site's natural characteristics.
- D. To maintain aesthetic sensitivity and compatibility with the surrounding community.
- E. To minimize the overall impact of development on the immediate environment, neighborhood and community.

§ 199-78. accessory uses.

~~A. All uses within a Planned Commercial Village Center District are subject to a site plan approval in accordance with site plan review provisions as spelled out in Section 199-35.~~

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~~Accessory uses not contained in the principal building or group of buildings shall be provided with safe vehicular and pedestrian access and shall be in a structure of an architectural style compatible with the principal structure and screened from view from a public way.~~

§ 199-79. Design standards.

A. All uses in a Planned Commercial Village Center (PCVC) shall be in conformity with the regulations set forth in the Table of Dimensional Requirements¹.

B. Principle uses shall be contained in one continuous building or grouping of buildings where such groups are consistent with the safety of the users of the development and are further consistent with the overall intent of this article.

~~C. Accessory uses not contained in the principal building or group of buildings shall be provided with safe vehicular and pedestrian access.~~

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~~C.D. Accessory The following uses are limited in aggregate to 75% of the gross floor area of the PCVC: food courts, food kiosks, automatic teller bank machines, stamp machines, parcel shipping and postal activities.~~

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~~D.E.~~ Unless the applicant provides data from existing uses, professionally reputed sources, such as the Institute of Transportation Engineers' publication Trip Generation, shall be used to calculate the number of vehicle trips per day for each proposed use.

~~E.F.~~ The development shall be served by a public water and sewer system.

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~~F.G.~~ All development in the PCVC District must comply with the commercial development and environmental performance standards of Article XII.

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~~H.G.~~ Access standards. The number of curb cuts on state and local roads shall be minimized.

(1) To the extent feasible, access to businesses shall be provided via one of the following:

- (a) Access via a common driveway serving adjacent lots or premises.
- (b) Access via a cul-de-sac or internal loop road.

(2) Where deemed necessary by the Planning Board, two driveways may be permitted as part of the site plan approval process which shall be clearly marked "entrance" and 64 exit."

¹ Editor's Note: The Table of Dimensional Requirements is included at the end of this chapter.

(3) Curb cuts shall be limited to the minimum width for safe entering and exiting, based on recognized industry standards.

| [\(4\)](#) All driveways shall be designed to afford motorists exiting to highways with safe sight distance.

(5) The proposed development shall assure safe interior circulation within its site by separating pedestrian, bicycle and vehicular traffic.

(6) Driveway design and placement must be in harmony with the internal circulation and parking design so that the entrance can absorb the maximum rate of inbound traffic during a normal weekday peak traffic period.

(7) The driveway entrance must be able to accommodate all vehicle types having occasion to enter the site, including delivery and emergency vehicles.

(8) The driveway placement should be such that loading and unloading activities will in NO way hinder vehicle ingress or egress.

(9) An appropriate alternate access way for emergency vehicles is required.

H. Pedestrian safety improvement. Internal pedestrian systems, including sidewalks, are required. Applicants are encouraged to link pedestrian systems between proposed new large developments and existing developments.

(1) A landscaped buffer strip at least 15 feet wide, continuous except for approved driveways, shall be established adjacent to any public road to visually separate parking and other uses from the road. The buffer strip shall be planted with grass, medium-height shrubs and conifers as well as shade trees (minimum two-inch caliper, planted at least every 50 feet along the road frontage). At all street or driveway intersections, trees or shrubs shall be set back a sufficient distance from such intersections so that they do not present a traffic visibility hazard. The sidewalk required above shall be incorporated into the buffer strip.

(2) Large parking areas shall be subdivided with landscaped islands or by other means approved by the Planning Board so that no paved parking surface shall extend more than 150 feet in width. At least one tree (Minimum two-inch caliper) per 13 parking spaces shall be provided.

(3) Exposed storage areas, machinery, service areas, truck loading areas, utility buildings and structures and other unsightly uses shall be screened from view from neighboring properties and streets using dense, hardy evergreen plantings or earthen berms or a wall or tight fence complemented by evergreen plantings.

I. Landscaping. A coordinated landscape design for the entire development shall be reviewed and approved by the Planning Board.

J. All garbage and trash receptacles will be enclosed, concealed and sealed at all times.

K. Fencing. Wherever deemed necessary for safety purposes, a minimum seven-foot-high fence shall be erected as specified by the Planning Board.

199-80. Operating center signs.

- A. Two exterior signs, in any combination presented below, are allowed per operating center in the PCVC. All signs are subject to site plan approval. They must conform to the following regulations:
- (1) A wall sign identifying the center and consisting of no more than 65% of the square footage of a freestanding or retaining wall will be allowed. Said sign must be designed in harmony with the buildings and landscaping of the PCVC. Under no conditions will said sign extend more than 10 inches outward from the wall. Said signage may not extend more than 3 feet from the top of the retaining wall. The retaining wall may be painted to improve the visibility of the wall sign.
 - (2) A freestanding sign identifying the center will consist of no more than 20 square feet with a maximum height of 25 feet. Said sign will be designed in harmony with the buildings and landscaping of the PCVC.
 - (3) A berm sign identifying the center will consist of no more than 32 square feet, with a maximum height of eleven feet above a berm that will be no higher than four feet. The sign and berm, in aggregate, can be no higher than fifteen feet above the ground. Said sign may be two-sided. Under no conditions will any lettering extend beyond the edges of the sign. Said sign will be designed in harmony with the buildings and landscaping of the PCVC.
- B. Sign illumination. Sign lighting shall be continuous, not intermittent or flashing or changing. Illumination for the sign may be by spotlight or by internal means. Spotlighting shall be placed or hooded so that the light shall not shine onto the roadway and/or parking area or abutting properties or cause glare or reflection creating a traffic hazard or public nuisance.
- C. Signage Authority. In the event that the provisions of this section conflict with any of the provisions in Section 199-28, the provisions of this section shall apply.

199-81 Individual business signs. [Added 4-22-1997 STM by Art. 12, Amended 5-9-02 TM by Art.44, Amended 5-8-2008 ATM by Article 45]

A. The following signs shall be allowed by permit within the Planned Commercial Village Center:

(1) Multiple tenants within a single building may place a sign (of ~~wood or~~ material similar in weight and density to wood and three dimensional) on the building exterior advertising the name and/or logo of the business according to the following criteria and restrictions:

- (a) No single sign and /or logo may exceed 40 square feet in area.
- (b) Each business with 60 or less linear feet of distance between its front interior side wall to its other front interior side wall may have one sign up to 40 square feet in size.
- (c) In instances where an architectural feature divides the facade, the allowed square footage for one Sign may be evenly divided.
- (d) Those businesses with more than 60 linear feet between front side walls may have two signs each up to 40 square feet in size.
- (e) Businesses occupying corner space fronting on a second public way other than the rear will be allowed a secondary sign no larger than 2040 square feet for placement on the secondary exterior building wall.
- (f) The above signage will be no more than 24 inches high.

(2) Businesses within a single tenant detached building will be allowed up to 110 square feet of exterior primary signs (~~of wood or material similar in weight and density to wood~~) to advertise the name and/or logo. No single sign may be larger than 40 square feet in size.

(3) Carts and kiosks will be allowed up to 40 square feet of primary signage to advertise the name and/or logo which will be two dimensional.

(~~43~~) One sign, ~~twoone~~ foot by ~~teneight~~ feet, will be allowed on the rear of each building identifying each business within the building.

(~~45~~) Signs identifying the name of the business may be mounted above the public entrances to the business which are two-sided and installed at a right angle to the building façade. These signs shall be at least seven feet above the pedestrian way and shall be securely mounted to prevent movement in windy conditions. These

signs are not illuminated and shall not exceed one foot by 3.5 feet in size. No sign is to be placed above eaves or on the peaks.

(65) Additional store signage may be authorized by the Planning Board for those tenants whose storefronts are obstructed from customers' main street view by gazebos, porches or other permanent structures or are shaped to preclude main street viewing.

(76) Full window coverings are permitted in the situation where the exterior windows are blocked off or where displaying signage or merchandise is not feasible.

(78) Exterior food court vendor signs (one foot by eight feet) are permitted at front and rear of food court entrances listing "Food Court" and the store names of the food court tenants.

(89) Store logos are permitted to be placed on the front perpendicular edge of the awnings of the stores. The logo will not exceed 12 inches in height. Only one permit per store is required.

(109) Window Vinyl ~~Letters-signs~~ are permitted to be placed at the bottom of the store's windows and doors. Stores may place reverse vinyl die-cut ~~letters-signs~~ without opaque ~~backgrounds~~ directly on the inside face of the store's window to identify their ~~trade name, web site~~ and/or logo. Each window vinyl letters-sign may not exceed one square foot five inches in area height. The window vinyl letter signs shall be placed four inches above the storefront knee wall, ~~and are not permitted on doors~~. Only one permit per store is required.

(11) Decorative light pole banners are permitted to be installed on the shopping center light poles and streetlights. Decorative designs, ~~and~~ store names, and off premise advertising are permitted on the banners. Two banners may be placed on each pole. The banners may be double sided and will not exceed 3528 square feet in total per side per banner. One sign permit per type of banner is required.

(12) Directory sign boards may display advertising on one side of the directories including off premise advertising. One permit per type of signage is required.

(13) Signage to promote off premise businesses is permitted. The shape, size and location of signage will be approved by the Planning Board and one permit per type on signage is required.

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B. The following signs shall be allowed by right within the Planned Commercial Village Center and do not require a permit:

(1) Each tenant may have a sign on the rear door used for delivery, which signs will identify the name and building number of the business. These signs will be uniform in nature and may not exceed four inches in height

(2) Directory sign boards and informational signs will be ~~approved~~^{approved} to by the Planning Board. ~~Issues such as size, shape, color, placement and all other relevant issues will be reviewed with the Police and Fire Departments, the Public Health and Public Works Boards and the Sign Officer.~~ The Shopping Center's logo is permitted to be placed on informational signage for continuity and to promote the advertising theme of the shopping center.

(3) Informational parking lot signage is permitted to be placed on light poles and other areas to assist customers in locating their vehicles. Store names may be used to identify parking areas. The Planning Board will agree to the shape and size of these informational signs.

(4) Window display signs will be permitted by right. Window display signs will consist of non-illuminated interior signage ~~or static clings~~ announcing temporary sales, seasonal products, ~~or generic~~ merchandising posters/signs ~~or off site merchants/products~~. Window display signs ~~will not~~ ^{can} be placed directly to the store's front windowpane. Suction cup holders attaching the signage to the windowpane are permitted. Window signs may be constructed of an opaque or clear material, but may not exceed 75% of the window that they are displayed in.

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(5) Static cling signs are permitted to be placed on store front doors and adjacent storefront windows. These signs will be produced and installed by Landlord. Static cling signs will consist of general customer information such as, but not limited to hours of operation, no food, no pets, smoking prohibited, employment opportunities, ~~social media participation~~, exterior door safety signs such as "use other door", accepted credit cards and seasonal promotions.

(6) Portable, two-sided 22x28 inch poster sign holders are permitted at no more than eighteen (18) exterior locations throughout the outlet center to advertise shopping center activities, events, sales, mall hours, amenities etc. The landlord will determine use and frequency of these posters sign holders. Posters will be professionally or computer produced. The Planning Board may review and modify the number and location of such signs at their discretion.

C. For the purposes of this section, all logos, copywritten or not, are considered to be part of the sign and must be within the sign area permitted as above.

D. The following signs will not be permitted:

(1) Door signs, except as set forth in Subsection A(5) and A(12) above.

(2) Neon signs.

(3) Interior illuminated signs, except as placed inside the business at least ~~two~~^{five} feet from the store window.

(4) Signs which simulate motion through alternating lighting or which have moving features.

(5) Plastic signs.

(6) Billboards, streamers, pennants, ribbons, ~~banners~~, spinners or other similar devices shall not be constructed, posted or erected in any zone.

(7) Roof signs.

(8) Handwritten signs of any kind.

~~D.E.~~ The administration and enforcement of this section shall be governed by Article V.

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