

Michael Borg
Town Manager



TOWN OF NORTH ATTLEBOROUGH
43 South Washington Street
North Attleborough MA 02760
508-699-0100

INTEROFFICE MEMORANDUM

DATE: Friday, November 14, 2025
TO: Town Clerk Pat McNielly
FROM: Michael Borg, Town Manager
CC: Bryan Butler, Building Commissioner
Brandon Maroney, Local Building Inspector
Michelle Direnzo, Building Department Office Manager
Kate Ballow, Zoning Administrator and Clerk
RE: Measure 2026-006- Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way. This is to address the concerns of local businesses that are only allowed one sign on the property.

Town Council Meeting- President Justin Paré

Measure 2026-006- Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way. This is to address the concerns of local businesses that are only allowed one sign on the property.

Purpose and Justification:

This is to address the concerns of local businesses that are only allowed one sign on the property.

§ 290-25. Signs. (current)

G. Signs permitted in any other "C" or "IC" District.

(2) One wall sign for each lot street frontage of each establishment, provided it shall be attached and parallel to the main wall of a building; the aggregate surface area of all wall signs in any one lot shall not exceed 5% of the aggregate surface area of all exterior walls of buildings on such lot; and if lighted, it shall be illuminated internally or by indirect method with white light only.

The Town Council met on August 25, 2025, and on behalf of the Town Council, a motion was made by Vice-President Lapointe to refer to the Bylaw Sub-Committee and then the Planning Board Measure 2026-006- Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way. This is to address the concerns of local businesses that are only allowed one sign on the property.

Councilor Donovan seconded the motion.

Motion carried. 8-0.

The Bylaw Sub-Committee met on September 4, 2025, and on behalf of the Town Council, a motion was made by Councilor Simmons to refer Measure 2026-006- Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way. This is to address the concerns of local businesses that are only allowed one sign on the property to the Planning Board and then back to the Full Town Council.

Mr. Benharris seconded the motion.

Motion carried. 4-0.

The Town Council met on October 27, 2025, and held a Public Hearing & First Reading on Measure 2026-006- Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way, and on behalf of the Town Council, a motion was made by Vice-President Lapointe to waive the First Reading.

Councilor Simmins seconded the motion.

Motion carried. 8-0.

The Town Council met on November 10, 2025, and on behalf of the Town Council, a motion was made by Councilor Slobogan to approve Measure 2026-006- Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way. This Bylaw will take effect 21 days from passage by the Town Council.

Councilor Donovan seconded the motion.

Motion carried. 8-0.