



# *City of Marlborough*

## *Planning Board*

Administrative Offices  
135 Neil St.  
Marlborough, MA 01752

### PLANNING BOARD

Sean N. Fay, Chair  
Barbara L. Fenby  
James Fortin  
William Fowler  
Dillon LaForce  
George LaVenture  
Christopher Russ

Katlyn LeBold, Administrator  
(508) 624-6910 x33200  
[klebold@marlborough-ma.gov](mailto:klebold@marlborough-ma.gov)

## MEMO

Date: April 10, 2023  
To: Record  
From: Marlborough Planning Board  
Re: Sign Ordinance Variance Procedures

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Due to the highly specific requirements for sign ordinance variances under Chapter 526 of the Code of the City of Marlborough ("City's Sign Ordinance"), the Planning Board requires that the applicant for a sign ordinance variance be the business owner or responsible employee. The applicant and/or its legal counsel shall appear before the Planning Board at an agreed-upon date and time to present its application for the variance. At a minimum, the applicant must address either:

1. How it believes the proposed sign was not contemplated by the City's Sign Ordinance; or,
2. How enforcement of the City's Sign Ordinance would involve practical difficulties.

In either instance, the applicant must address how desirable relief may be granted without substantially derogating from the intent and purpose of the City's Sign Ordinance.

The applicant must be specific in its responses as 526-12(C)(2) allows variances only under these conditions.

The applicant might also consider having a representative from the sign vendor/installer attend to address any questions from the Planning Board regarding the construction, installation, and operation of the proposed sign.

The Planning Board requires a complete application to provide photos of, and location and physical details of, all signs, existing and proposed, on the property as well as photos showing the location of the main public entrance and any other public entrance.

In addition, for electronic and lit signs, a complete application will include a Google maps or GIS picture showing the required distance arcs from the sign to areas noted in the ordinance such as Residential Zones.

The procedures outlined in this memorandum shall be interpreted consistently with, and shall not modify, the Planning Board Rules and Regulations, any City Ordinance and any other applicable local, state, or federal laws.

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke, positioned above the printed name.

Sean N. Fay  
Chairperson