

Article 32

ARTICLE 32: To see if the Town will vote to amend § 174-11 C of the Zoning Bylaw of the Town of Southborough by adding a new subsection (16) to permit limited banner signage in connection with the Town's Tricentennial celebration.

§ 174-11 C (16)-Tricentennial Banner Signage

Notwithstanding any other provision of § 174-11 C, and subject to referral from the Southborough Tricentennial committee and Select Board approval, banners promoting official Southborough Tricentennial events or messaging may be permitted on Town property, within public ways (including utility/light poles), and on non-residential properties from August 1, 2026 through December 31, 2027.

(a) All banners authorized under this subsection shall:

- Be limited to Town-sponsored or Town-approved Tricentennial content;
- Be installed and maintained in a manner that does not interfere with traffic safety, pedestrian circulation, sight lines, or public utilities;
- Comply with maximum height and area standards per § 174-11 D Sign Regulations for Standing and Wall signs;
- Comply with illumination standards per § 174-11 C. (2) (d) and § 174-11 C. (3);
- Be removed no later than January 31, 2028.
- Be approved by the owner of the utility or light poles, or other structures.

Banners displayed on Town property or within public ways shall be deemed official Town speech, and the Town shall retain ownership and control over their content, design, placement, maintenance, and removal. The size, design and location of any banners authorized hereunder are subject to the prior review and approval of the Select Board, which may impose reasonable conditions related to size, location, materials, and visual design to ensure consistency with community character, roadway safety, and the intent of the Zoning Bylaw. The Select Board's decision is at its sole discretion and is not subject to appeal.

(b) Sunset Provision

This subsection shall only be in effect from August 1, 2026 through December 31, 2027 and limited solely to the Southborough Tricentennial celebration period. All permissions granted under this subsection shall expire on January 31, 2028.

; or do or act anything in relation thereto;

Please vote YES on Article 32



The Tricentennial is a once-in-a-generation opportunity to bring Southborough together to celebrate our shared history and future. Article 32 provides a practical way to promote this important milestone and Tricentennial events throughout town.

These temporary banners will help highlight the celebration, promote official Tricentennial activities, and recognize the local businesses and sponsors who are helping make a full year of events possible — all while following clear safety, design, and placement standards.

In short, Article 32 gives the Tricentennial Committee a simple, well-regulated way to spread the word, energize the community, and help make the 2027 Tricentennial a truly town-wide celebration.



Celebrate Southborough's biggest birthday in 300 years!



We're Planning a Year-long Celebration to honor our town's past, present, and future!

Some of Our Many Headline Events Include:

- First Day Kickoff Celebration with Custom Drone Show
- History in Bloom, in conjunction with the Southborough Gardeners
- Antique Firemen's Muster and Maker's Market on July 17, 2027
- Incorporation Day Ceremony at the Town House on July 6, 2027
- Supersized Southborough Summer Nights, including a 2027 Music Festival Spectacular
- Tricentennial House Tour, explore historic and modern homes, and a local flower-grower's garden
- Heritage Day Grand Parade, scheduled for Sunday, October 10, 2027
- Voices from the Grave walking tours of the Old Burial Ground and Burnett Park with costumed interpreters
- Oral history videos with longtime residents, in collaboration with Southborough Access Media
- Glo Sobo Celebrating Generations of Light winter lighting
- St. Mark's History Tours
- Family Day at Fay School

PLUS!

- Educational programs, history talks, and Town Time Capsule capturing Southborough today for future generations.

Share Your Southborough
Be Part of Our Oral History Project

CASTING CALL: Actors Needed for Graveyard Reenactment

STAY INFORMED!

Email your contact info to Southborough300@southboroughma.gov to receive updates and the Southborough Tricentennial Newsletter

How Can YOU Take Part?

- **VOLUNTEER** with the Tricentennial Committee or an event volunteer group
- **PARTNER WITH US** to expand your organization's programs for the Tricentennial year
- Become a **SPONSOR OR DONOR** and help us finance Tricentennial programs and events
- **PROPOSE A PROJECT** or event you've always wanted to pursue and make it happen in 2027
- Share your **IDEAS AND FEEDBACK** — tell us how you'd like to be involved and let's make it happen
- **ATTEND ONE — OR ALL — EVENTS PLANNED FOR 2027!**

Interested in more information? Contact any committee member or email Southborough300@southboroughma.gov

Interested in Sponsorship?

Being a sponsor of the Southborough Tricentennial is a meaningful opportunity to support a once-in-a-generation community celebration and be recognized as a partner in this historic milestone.

The Friends of Southborough 300, Inc. would be pleased to speak with you.

Southborough300@southboroughma.gov

Custom Bricks in Heritage Park

Through the Tricentennial Engraved Brick Fundraiser residents, families, businesses, and organizations can leave a permanent mark on Southborough's history. Engraved bricks may celebrate families, honor loved ones, recognize organizations, or serve as memorials, while directly supporting Tricentennial programming.

Donate Now!

