



# Leicester Police Department

90 South Main Street  
Leicester, MA 01524

[www.leicesterpd.org](http://www.leicesterpd.org)



Chief

**Kenneth M. Antanavica**

[antanavicak@leicesterpd.org](mailto:antanavicak@leicesterpd.org)

**Emergency: 911**

Non-Emergency: 508-892-7009

Non-Emergency: 508-892-7010

Fax: 508-892-7012

February 23, 2024

Zoning Board of Appeals  
Town of Leicester  
3 Washburn Square  
Leicester, MA 01524

**RE: Lions Club Sign Review**

Dear Zoning Board of Appeals:

I have conducted an on-site viewing of the sign located at 0 Main St (the current Lions Club sign) in Leicester. The recommendation, provided by the undersigned, is based upon my assumption that the proposed sign meets all local, state and federal requirements and my recommendation is not meant in any way to supersede those requirements.

My review of the proposed sign indicates that the sign is appropriate for public service announcements, emergency announcements and that the current placement is designed so that it does not impede the line of sight of any motor vehicle operators.

The final issue is whether the message board type is appropriate. In order to address this, we need to look at past signs of a similar nature that are currently in operation. There are numerous signs that I am aware of that are in use in Leicester. They are located at:

1. Pepin's Car Wash
2. Cumberland Farms (both locations)
3. Entwistle's Garage
4. Hank's Marina
5. Raul's Repair
6. Classic Automotive

Additionally, the Leicester Police Department had a portable digital sign which it utilized for community and emergency messages adjacent to Rt. 9 at the police station but has since gone into failure and was not repairable.

### **Driver Distraction**

Drivers operate in an increasingly complex visual environment. The operation of this sign plays an important role in the number of glances that it will receive, thus potentially increasing possible driver distraction. This intersection has been the site of many serious motor vehicle crashes over the years, so I believe that we must use extreme caution in how this sign board will function. The current Lions Club sign uses passive illumination and printed messages. A review of this location indicates that it has not created any abnormality in the accident rate using this technology as other factors primarily contributed to intersection crashes.

### **Effect on Surrounding Properties, Residents and Traffic**

An area of concern with any type of illuminated sign is the effect it will have on the surrounding neighbors and traffic flow. One important factor that separates this sign from the others previously mentioned is that it is at eye level to vehicle traffic rather than elevated like other signs.

I requested Mr. Robo (representing the Lions Club) to find out the capabilities of this particular sign which he did e-mail me the following response: Your Cirrus sign has capability of being dimmed to follow any schedule or be done manually. Programming allows any set hours and can also follow rules like sunset, sunrise, daylight savings, etc.

I would recommend that the following be included should the sign be granted:

1. The message portion of the sign should include transitioning messages only (i.e. no flashing or scrolling messages).
2. Nighttime lighting restrictions (sunrise to sunset) comprised of extreme dimming of the sign during nighttime hours.
3. Since this sign board operates off an app. and is susceptible to hacking or misuse the sign must have an emergency manual shut off in case the sign malfunctions or is misused so a town official can override and shut the sign off immediately.

The implementation of any or all of the aforementioned restrictions, on behalf of the neighbors or if traffic concerns arise, could be revisited after the sign has been in use for a period of time to see if they should be revised.

### **Recommendation**

The undersigned supports the proposed sign, provided it meets all ZBA requirements. The LPD does not have any reservations as to the use of a digital sign replacement at this location so long as it does not have a negative effect on safe vehicle operation or cause undue hardship to residents.

Should you have any questions pertaining to this matter, please feel free to contact me personally at your convenience.

Sincerely,

A handwritten signature in dark ink, appearing to read 'K. M. Antanavica', written in a cursive style.

Kenneth M Antanavica  
Chief of Police

### **Attachments**

1. Ariel View of Existing Sign Location
2. Photos of Existing Sign

cc: Selectmen Board  
Town Administrator  
Planning Board  
Code Enforcement/Building Inspector















