



## Planning Department

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### INTERDEPARTMENTAL COMMUNICATION

**To:** Planning Board

**Date:** September 26, 2012

**From:** Kristen Domurad-Guichard, Assistant Town Planner

**Subject:** Wetherbee Plaza II – 107 Great Road

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Location: 107 Great Road  
Applicant: Thomas M. Fleming  
Owner: Wetherbee LLC  
Sign Type: Freestanding "Business Center" Monument Sign  
Bylaw Sections: 7.13.1.2(a), 7.13.1.2(b), 7.13.1.2(c)  
Map & Parcel: G-4 #50  
Zoning: East Acton Village (EAV)  
Public Hearing: October 2, 2012  
Decision Deadline: December 31, 2012

### **Background**

On behalf of owner, Leo Bertolami, Thomas Fleming applied for a Freestanding "Business Center" Monument Sign (hereinafter, the Sign) to be located at 107 Great Road, which reads "Wetherbee Plaza II" and shows blank space below to display future business names. Three signs currently exist on the site; two Wall Signs for Eastern Massachusetts Solar Store – Renewable Energy Products and Services, Sign Permit numbers #2980 and Sign Permit #2981, as well as one Wall Sign for Eco Home Center of New England, Sign Permit # 2996 all issued by-right under the Zoning Enforcement Officer.

### **Comments**

Other Town departments/committees have also reviewed the application and appear to have no issues with the sign special permit application and/or request. The applicant has received all department/committee comments, a copy of this memo, and the draft decision.

The Sign is proposed with a display area of 40 sqft., with a height of 5 ft. and with a width of 8ft. Bylaw Section 7.13.1.2 provides the Planning Board (Board) with the authority to grant a special permit for this sign under the following:

- Section 7.13.1.2(a) allows for a sign no higher or wider than one and one half times the maximum height or width otherwise permitted. Section 7.8.6.3 allows for a Monument Sign that identifies a business center with a maximum height not to exceed 4 feet.
- Section 7.13.1.2(b) allows for a sign no larger than twice the otherwise permitted maximum display area. Section 7.8.6.3 allows a Monument Sign that identifies a business center with a display area not to exceed 20sqft.
- Section 7.13.1.2(c) allows for a freestanding sign no larger than 40 sqft. in display area or higher than 10ft.

### **Comments**

1. The material of the sign was not specified in the application. The sign should comply with Bylaw Section 7.4.1, in the EAV district, the material of the sign may be made of plastic, other petroleum based products or sheet metal provided that the visible portions and exterior surfaces of the sign have a wooden appearance.
2. The proposed sign is not illuminated. If it is to be illuminated it should comply with Bylaw Section 7.4.3.
3. The proposed Sign meets the setback requirements of the bylaw. The Sign structure, including the decorative fencing is set back 5 feet from the right of way.
4. The plan shows all buildings setback at least 30 feet from the sideline of the street.
5. The proposed Plan meets the landscape design requirements of the bylaw. The Plan shows a 150sqft. of landscaped area around the proposed Sign where only 100sqft. is required.
6. The proposed Sign would be appropriate in scale, design and proportion to the architecture of the existing Wetherbee Plaza I adjacent to the property and the architecture of the surrounding buildings.
7. The property at 107 Great Road has existing signage violations. The Planning Department staff suggests that all violations be removed or brought into compliance.

The Planning Department staff believes the proposed Monument Sign may be allowed on the site by special permit and is appropriate in scale, design and proportion relative to the existing Wall Sign on the building, buildings in the area and to the general surroundings. The issues listed under minor in nature and can be accommodated into a special permit. In all other respects the proposed Monument Sign complies with the by-right requirements of the Bylaw. As a result, I have attached a draft decision for your review. Even with this special permit in hand, should the Planning Board grant it more or less as drafted, the applicant must still obtain a sign permit from the Zoning Enforcement Officer.