



Planning Department

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INTERDEPARTMENTAL COMMUNICATION

To: Planning Board **Date:** September 25, 2013

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

Subject: Colonial Chevrolet – 171 Great Road

Location: 171 Great Road
Applicant: Gordon Chevrolet d/b/a Colonial Chevrolet
Owner: Empire Management Corporation
Sign Type: Wall Sign
Bylaw Sections: 7.13.1.1
Map & Parcel: F4-13
Zoning: Limited Business (LB)
Public Hearing: October 1, 2013
Decision Deadline: December 29, 2013

Background

On behalf of owner, Empire Management Corporation, Gordon Chevrolet applied for one additional Wall Sign (hereinafter, the Sign) to be located at 171 Great Road, which reads "Certified Services". Three signs were previously permitted for the site; one Wall Sign which reads "Chevrolet", one Business Center Sign which reads "Colonial" and one Freestanding Sign – Sign Permit numbers #3065 and Sign Permit #3064, and Sign Permit # 3060 all issued by-right under the Zoning Enforcement Officer. The Freestanding Sign is pre-existing non-conforming. It was recently refaced, which is allowed under the Bylaw.

Comments

Other Town departments/committees have also reviewed the application and appear to have no issues with the sign special permit application 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 33.8 square feet, with a height of 1.83' and with a width of 18' 5 1/4". The proposed Sign is positioned 7.6' from the horizontal edge of the building, approximately 10.8" from any architectural features and 6.9' from the vertical edge of the

building. The proposed sign is internally illuminated in compliance with Bylaw Section 7.4.3.4(e). The proposed Sign would be appropriate in scale, design and proportion to the architecture of the existing wall signs and business center sign located on the building and lot.

Bylaw Section 7.13 provides the Planning Board with the authority to grant a special permit for this sign under the following:

- Section 7.13.1.1 allows for a greater number of signs than allowed under Section 7.7 but not more than one sign in addition to the number of signs otherwise permitted.

The Planning Department does not object to the Colonial Chevrolet Sign Special Permit proposal, but has the following comment that should be addressed by the applicant:

1. It is unclear how far the Wall Sign projects from the building. Bylaw Section 7.7.4.6 restricts wall signs from projecting no more than 1 foot from the surface to which it is attached. The application should clarify this dimensional requirement.

Recommendation

The Planning Department staff believes the proposed Wall Sign may be allowed on the site by special permit and is appropriate in scale, design and proportion relative to the existing Wall Signs on the building, buildings in the area and to the general surroundings. The issue listed under Comment #1 above is minor in nature and can be accommodated into a special permit. In all other respects the proposed Wall 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.