



Planning Department

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INTERDEPARTMENTAL COMMUNICATION

To: Planning Board **Date:** October 8, 2013

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

Subject: Liberty Mutual – 30 Nagog Park

Location: 30 Nagog Park
Applicant: Paul M. Cook of Devine Signs Inc.
Owner: Carl Fiantago
Sign Type: Wall Sign
Bylaw Sections: 7.13.1.2 (a), 7.13.1.2 (b), 7.13.1.3 and 7.13.1.9
Map & Parcel: B4-2-11
Zoning: Limited Business (LB)
Public Hearing: November 5, 2013
Decision Deadline: February 3, 2014

Background

On behalf of owner, Carl Fiantago, Paul M. Cook of Devine Signs applied for one Wall Sign (hereinafter, the Sign) to be located at 30 Nagog Park, which reads “Liberty Mutual Insurance” with the medallion (company logo). This sign is proposed to replace the existing wall sign originally approved under the Building Commissioner in 2003 as Sign Permit #2691.

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. Below are the Planning Department comments:

1. The proposed sign width is 14'-9 1/16” and complies with Bylaw Section 7.7.4.3.
2. The proposed sign is more than the required 2 feet from any vertical edge of the building and more than the required 1 foot from the window sills on the second story and complies with Bylaw Sections 7.7.2 and 7.7.4.7.

3. The proposed sign illumination for the medallion (company logo) shows both blue and white portions to be internally illuminated. This type of lighting does not comply with Bylaw Section 7.4.3.4. The remaining portions of the sign comply with Bylaw Section 7.4.3.4.
4. The proposed sign is more than the required 6 inches from the horizontal edge of the building, complying with the first part of Bylaw Section 7.7.3. The proposed sign is 4 inches from architectural features on the top and bottom. The second part of Bylaw Section 7.7.3 limits wall signs from being erected on a building within 6 inches from any architectural features.
5. The proposed sign has a display area of 58.3 square feet. Bylaw Section 7.7.4.1, limits the maximum display area of a wall sign to 1 square foot for each lineal foot of wall/store front. The total store front is 31 feet; therefore the maximum display area of the wall sign shall be no larger than 31 square feet.
6. The proposed sign height is 3'-11 3/8". Bylaw Section 7.7.4.2, limits the height of a wall sign to 3 feet in Business, Industrial, and Office Districts.
7. The proposed sign projects 1'-1/2" from the building where it is attached. Bylaw Section 7.7.4.6, limits the projection of the sign to no more than 1 foot from the surface to which it is attached. The applicant has indicated this projection can be minimized to comply with the Bylaw.

Bylaw Section 7.13 provides the Planning Board with the authority to grant a special permit under the following sections of the Zoning Bylaw:

- Section 7.13.1.2 (a) allows for a sign higher than one and one half times the maximum height otherwise permitted. (In Business Districts, no higher than 4.5 feet.)
- Section 7.13.1.2 (b) allows for a sign larger than twice the otherwise permitted maximum display area. (In this instance no larger than 62 square feet.)
- Section 7.13.1.3 allows for a sign in a location or position not otherwise permitted.
- Section 7.13.1.9 allows for a type or method of sign illumination not otherwise permitted, provided it meets the general objectives of Section 7.4.3.

Recommendation

Overall the proposed sign is more conservative than the existing sign which is currently a legal pre-existing non-conforming sign with a larger display area than the proposed sign. The Planning Board has the authority to grant special permits to address comment 3 through 6. The Planning Board does not have the authority to grant a special permit to address comment 7; but this can be corrected and could be addressed through a condition. The Board should determine if the applicant's requests meet the criteria of Bylaw Section 7.13.2.

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 which includes a condition to address comment 7. 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.