



## Planning Department

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### INTERDEPARTMENTAL COMMUNICATION

**To:** Planning Board **Date:** October 16, 2013  
**From:** Kristen Domurad-Guichard, Assistant Town Planner *KDG*  
**Subject:** Bank of America – 271 Great Road

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Location: 271 Great Road  
Applicant: Back Bay Signs on Behalf for Icon Identity Solutions  
Owner: SMK Trust c/o Acton Management Inc.  
Sign Type: Wall Sign  
Bylaw Sections: 7.1.13.2(b)  
Map & Parcel: E5-12  
Zoning: Limited Business (LB)  
Public Hearing: November 5, 2013  
Decision Deadline: February 3, 2013

### Background

On behalf of owner, SMK Trust c/o Acton Management Inc., Back Bay Signs for Icon Identity Solutions applied for sign special permit to replace the existing secondary Wall Sign (hereinafter, the Sign) to be located at 271 Great Road, which reads “Bank of America” with the company logo. This sign is proposed to replace the existing wall sign originally approved under the Building Commissioner as Sign Permit #2759B. The applicant has also submitted an administrative application to the Zoning Enforcement Officer for replacement of three by-right signs: new tenant panel, and one wall sign.

### 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 display area of the proposed sign is 11.8 square feet. Bylaw Section 7.7.7 allows a secondary exterior sign with a display area not to exceed 6 square feet.

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 (b) allows for a sign larger than twice the otherwise permitted maximum display area. (In this instance no larger than 12 square feet.)

**Recommendation**

The Planning Board has the authority to grant special permits to address comment 1. 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. 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.