



Planning Department

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***INTERDEPARTMENTAL COMMUNICATION***

**To:** Planning Board **Date:** February 11, 2015  
**From:** Kristen Guichard, AICP, Assistant Town Planner KGB  
**Subject:** Wetherbee Plaza II – 107-115 Great Road  
Sign Special Permit Application

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**Location:** 107-115 Great Road  
**Applicant:** Leo Bertolami  
**Property Owner:** Wetherbee Plaza, LLC  
**Sign Type:** 1 free standing sign, 4 wall signs (clarification needed)  
**Bylaw Sections:** 7.13.1.1 (Insufficient information submitted, other sections may apply.)  
**Map & Parcel:** G4-28  
**Zoning:** East Acton Village (EAV)  
**Public Hearing:** February 17, 2015  
**Decision Deadline:** May 18, 2015

**Overview**

Leo Bertolami applied for special permit for one (1) additional Freestanding Sign to be located at 107-115 Great Road property, which reads “Atir Natural Nail Care Clinic,” and four (4) wall signs to be located on the building at 107 Great Road, which read, “Northeast Collection” and “Milldam Leasing”.

**Existing Signs at 107-115 Great Road**

One principle projecting Sign is currently located on the building at 115 Great Road (location of Atir Natural Nail Care Clinic) above the entrance facing Great Road. In addition, one secondary wall sign is located on the building at 115 Great Road above the south side parking lot entrance.

In addition, one freestanding business center sign is located on the 107-115 Great Road property. This freestanding sign was approved by the Planning Board in October of 2012 for an increase in display area and maximum height not otherwise allowed under Section 7.7 and 7.8 of the Zoning Bylaw, and subsequently issued a sign permit by the Zoning Enforcement Officer in 2013 as permit #3048. Bylaw Section 7.8.1 limits one freestanding sign permitted permit LOT.

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## Comments

After an initial review of the application, the Planning Department contacted the Applicant on January 6, 2015 (see attached email) as the application was missing critical information. We have not received any additional information from the applicant and therefore were unable to conduct an adequate staff review, but offer the following comments on the information provided:

1. The use proposed for Northeast Collections (currently under litigation) is not permitted in this location and therefore we cannot make any staff recommendations on this part of the application. Bylaw Section 7.7 Exterior Signs states,

“Any PRINCIPAL USE permitted in a Business, Industrial, Office or Village District may ERECT an EXTERIOR SIGN subject to the following...”

Therefore, uses not permitted are not allowed to erect an exterior sign.

2. The Planning Department has on file, a wall sign permit for Milldam Leasing (2'x10') at this location, permit #3105. The Applicant has submitted a drawing which proposes a 2'x15' “Milldam Leasing” wall sign. It is unclear whether the Applicant is applying for an additional “Milldam Leasing” wall sign to what was already permitted, or if they are revising the wall sign and requesting a new wall sign in place of the previously permitted sign (permit #3105). In addition, the application is missing critical information (location plan on the building with dimensions, lighting etc.) We have asked the Applicant to indicate their intentions for the “Milldam Leasing” wall sign and to provide adequate information— which we have not received.
3. With respect to the proposed freestanding sign with the logo “Atir Natural Nail Care Clinic”, the application is missing critical information (sign dimensions, location plan with dimensions, landscaping plan, material, lighting etc.). We have asked the Applicant to provide adequate information— which we have not received.