



**TOWN OF ACTON**  
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**Planning Department**

**MEMORANDUM**

**To:** Planning Board **Date:** April 21, 2016  
**From:** Robert Hummel, Assistant Town Planner **RH**  
**Subject:** Sign Special Permit #16-07 —340-344 Great Road

**Applicant:** Robert Stone c/o Cres LLC  
**Property Owner:** Acton Woods Plaza Association, LLC  
**Location:** 340-344 Great Road  
**Map/Parcel:** D4-28  
**Zoning:** LB  
**Proposed Use:** Sign Special Permit under 7.13 in the Zoning Bylaw  
**Hearing Date:** May 3, 2016  
**Decision Due Date:** August 1, 2016

**Background**

This application that is being heard by the Planning Board is for a Sign Special Permit under Section 7.13 in the Bylaw. The Acton Woods Plaza is the shopping plaza that is located at 340-344 Great Road. The application that was submitted is for approval for a Freestanding Sign that exceeds the by right dimensional requirements. The Applicant submitted revised sign dimensions on April 15, 2016 to reflect the businesses that are listed on it. The Freestanding Sign will be located at the Great Road plaza entrance. The subject property and building are located within the Limited Business (LB) Zoning District.

**Freestanding Sign with Dimensions Larger than Otherwise Permitted**

The Freestanding Sign that is being proposed has dimensions in excess of the by right dimensional requirements. The proposed Freestanding Sign identifies a Business Center.

1. The maximum by-right display area of a Freestanding Sign that identifies a Business Center is 24 square feet (§7.8.5.2). The proposed Freestanding Sign is shown on the plans as having a total display area of 40 square feet, which does not comply with Section 7.8.5.2 of the Bylaw. However, Section 7.13.1.2 b) of the Bylaw provides the Planning Board with the authority to grant a Sign Special Permit for a sign that is no larger than twice the permitted maximum display area up to 40 square feet.
2. The required landscape area for the proposed sign under Section 7.8.3 in the Bylaw is calculated for a total of 324 square feet. From the information and photographs which were provided, the location meets the minimum landscape area that is required under the bylaw.
3. The proposed Freestanding Sign meets all of the other required dimensions in Section 7 of the Bylaw.

Attached is a draft decision for your consideration.