

ACTON PLANNING BOARD

APPLICATION FOR A SIGN SPECIAL PERMIT

RECEIVED

DEC 21 2011

Refer to the "Rules and Regulations for SIGN Special Permits" available from the Planning Department for details on the information and fees required for this application. Contact the Planning Department at 978-264-9636 with any questions concerning the Rules. Incomplete applications may be denied.

Please type or print your application.

#1231  
\$250  
X

1. Location and Street Address of Site

196 Great Road (Rt 2A)

2. Applicant's Name & Address

Acton Lincoln Mercury / Acton Chrysler Dodge Jeep Ram

Telephone 978-263-7300

3. Record Owner's Name & Address

Coleman Hoyt 196 Great Road (Rt 2A)

Telephone 978-263-7300

4. Zoning District(s) of Parcel(s) LB Town Atlas Map & Parcel Number(s) F4-3 F4-3-2

5. Indicate the subsection(s) of BYLAW Section 7.13 for which the PERMIT is sought:

Wall Signs 7.7.4.2 & 7.7.4.3 Free Standing Sign 7.8.3

6. Describe all SIGNS presently displayed by the business (including type of SIGN/s, size of SIGN/s and location of SIGN/s).

"PLEASE SEE ATTACHED REQUEST WITH DESCRIPTIONS."

The undersigned hereby apply to the Planning Board for a public hearing and a SIGN Special Permit under Section 7.13 of the Zoning Bylaw.

The undersigned hereby certify that the information on this application and plans submitted herewith is correct, and that the application complies with all applicable provisions of Statutes, Regulations, and Bylaws to the best of his/her knowledge.

The above is subscribed to and executed by the undersigned under the penalties of perjury in accordance with Section 1-A of Chapter 268, General Laws of the Commonwealth of Massachusetts.

12/21/11  
Date

[Signature]  
Signature of Petitioner

RECORD OWNER'S KNOWLEDGE AND CONSENT

I hereby assert that I have knowledge of and give my consent to the application presented above.

12/21/11  
Date

[Signature]  
Signature of Owner

VIA HAND DELIVERY

Ms. Eva Szkaradek, Town Clerk  
Mr. Roland Bartl, Director Planning Dept.  
Mr. Scott Mutch, Zoning Enforcement Officer  
Planning Board members  
Town of Acton  
472 Main Street  
Acton, Ma. 01720

December 21, 2011

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DEC 21 2011

Re: Request for a special permit variance, for signage  
For Acton Lincoln Mercury / Acton Chrysler Dodge Jeep Ram  
196 Great Road (Route 2A)

Town of Acton  
Planning Department

Dear Ms. Szkaradek, Mr. Bartl, Mr. Mutch and Member's of the Acton Planning Board,

Please find enclosed eighteen (18) sets of the following materials in support of the application of Acton Lincoln Mercury/Acton Chrysler Dodge Jeep Ram for a sign special permit at the above mentioned location:

1. Application form for a sign special permit;
2. Prepared outline, overview, summary, and specific request;
3. Certified abutters list;
4. Accompanying illustrations of requested signs;
5. Locus plan;
6. Copies of existing sign permits, (licenses);

Also enclosed is a check in the amount of \$250.00 dollars for payment of the application fee. Please notify me of the date of the hearing scheduled for Acton Lincoln's sign special permit application at your earliest convenience.

Thank you for your assistance with this matter, please contact me with any questions.

Respectfully,



Salvatore F. Sachetta  
President  
Sachetta Consulting & Construction Management

cc: file/ Coleman Hoyt

RECEIVED  
DEC 21

TOWN CLERK, ACTON

*w/ PK go  
map + abutters  
list to  
Planny*

Mr. Roland Bartl, Director Planning Dept.  
Mr. Scott Mutch, Zoning Enforcement Officer  
Planning Board members  
Town of Acton  
472 Main Street  
Acton, Ma. 01720

December 21, 2011

Re: Request for a special permit variance, for signage  
For Acton Lincoln Mercury / Acton Chrysler Dodge Jeep Ram  
196 Great Road (Route 2A)

Dear Mr. Bartl, Mutch and Member's of the Acton Planning Board,

**OVERVIEW:** The applicant has been awarded the four Chrysler Group brands and product lines to replace the Lincoln franchise on Route 2A. This is a very positive development for the community. The popularity of the Lincoln franchise has been waning in recent years. This business was facing serious risk of closure that would have put 50 local people out of work and resulted in an empty storefront in a highly visible commercial location.

In conjunction with franchise approval from Chrysler, the new "Acton Chrysler et al" has franchise signage requirements that do not conform easily to the Town of Acton's signage bylaws.

Importantly, the signage requirement from Chrysler is that *each brand* be individually and distinctly displayed.

**SIGNAGE SITUATION:** The business currently has sign permits for an existing freestanding street sign and for wall signage. The total number of wall signs that are needed for the business, in order to meet the manufacturer's terms, would require more signs than Acton permits. *The applicant is requesting a special permit to exceed the allowed total number of signs, but is prepared to install significantly smaller signage than his existing permits provide for.*

**SUMMARY:** The existing signage at this location is from the 1970's. It is garish and dated. The proposed replacement signs are modern, understated and far more in keeping with the rural/village feel of East Acton. The applicant wants to achieve a proper balance of meeting the needs of his new business, while remaining sensitive to presenting a low key commercial tone that is typical and preferred for businesses in Acton. To attain this balance, the applicant is asking for permission to install a greater number of signs but proposing a signage solution that represents a significant aggregate square foot reduction and the surrender of one existing sign permit.

In every instance, the applicant has selected the absolute smallest sign option available from Chrysler for each category.

Please consider this request for relief and/or a waiver to the zoning by-law "Section 7" (Rules and Regulations for SIGN Special Permits) pursuant to M.G.L. 40A Section 6. The applicant feels a waiver for the proposed signs would be in the best public interest, are in harmony & compatible with the surrounding environment and result in signs that would be successful for their intended use.

#### **SPECIFIC REQUESTS:**

- A. WALL SIGN:** For a building with the dimensions present at 196 Great Road, Acton's sign by-Law allows the total SF of a wall sign in the Limited Business District to be a maximum of 90 sq ft (30 feet max width and 3 feet max height) per Articles 7.7.4.2 and 7.7.4.3).

Interpreting this, and to meet the need to represent 4 distinct brands to the public, the applicant has the option to apply to install, by right, an existing wall sign with a new 90 square foot design. However, this would not be in keeping with the applicant's longstanding wish to improve the look and feel of Route 2A's commercial sight lines.

A more reasonable, sensitive approach would be to display the 5 smaller brand badges as depicted in the accompanying illustrations.

The applicant requests a waiver to install the proposed wall signs ("7 series wall badges & dealer name letters") totaling five in number (as shown in the attached illustrations) for the following reasons:

The applicant has a sign license #1947 (see enclosed) for a wall sign (A C T O N). The existing permitted sign is 22'-0" wide by 3'-3" high, (approximately 71.5 SF).

The aggregate square feet of all 5 of the proposed walls signs totals only 36.09 square feet. This would result in nearly a 50% reduction to the SF of the currently permitted pre-existing (A C T O N) wall sign. The existing A C T O N letters (required by Lincoln) are red. The smaller replacement lettering would be black.

The applicant feels that the 5 small proposed wall signs are less detrimental than the existing 'licensed' wall sign, and further, that the general purpose of these signs are within reason and in harmony with the Town's Sign By-Laws; Section 7, Articles 7.1 through 7.1.8, which gives the Planning Board Special Granting Authority as outlined under Section 7.13, including but not limited to Articles 7.13.1 through 7.13.5.

Summary of this section:

<u>Permitted</u>	<u>Proposed</u>	<u>Increase/Decrease</u>
1 sign	5 signs	
71.5 SF	36.09 SF	- 35.5 SF

- B. SECONDARY WALL SIGN:** The applicant also retains an existing sign License #1601-A, (see enclosed) for a secondary wall sign, displaying, FORD, MOTORCRAFT, FAST LUBE. This sign is 7'-4" wide by 2'-10" high, (approx. 20.74 sq. ft.). The applicant is willing to eliminate this sign in a good faith effort to work with the Town for relief and approval of the signs described in section A above.

Summary of this section:

<u>Permitted</u>	<u>Proposed</u>	<u>Increase/Decrease</u>
20.74 SF	0 SF (elimination)	- 20.74 SF

The total wall sign square footage presently permitted for this business is 92.25 square feet. The 5 smaller proposed wall signs represent a total square footage of 36.09 square feet. This will be a 60% reduction (56.24 SF removed) in total permitted wall signage square feet.

<u>Permitted</u>	<u>Proposed</u>	<u>Increase/Decrease</u>
92.25 SF	36.09 SF	- 56.2 SF

- C. FREESTANDING SIGN:** The applicant requests a waiver to install the proposed freestanding pylon sign, (Brand Sign) as shown in the attached illustration for the following reasons:

The applicant was issued a sign license #FS-72, (enclosed) for a free standing sign, "Mercury, Lincoln, Ford". This existing sign is 8'-4" wide by 3'-10" high, (approx. 32 square. feet.) and stands 16'-0" high.

The proposed freestanding pylon sign will be 5'-4 1/8" wide by 6'-4 1/8" high (approx. 33.7 sq. ft.) and will stand at a lower higher height of 13'-10".

The proposed sign required by the manufacturer, while slightly larger than the existing permitted sign (*1.7 square feet larger*) is lower, and is designed with subtle coloring. It is less garish than the existing sign, presenting a clean and modern tone. It will fit into the East Acton limited business landscape in a far less intrusive manner than the existing 1970's style freestanding sign presently on site.

The applicant feels that the proposed freestanding pylon sign is less detrimental than the existing permitted freestanding sign, and that the general purpose of this sign is within the spirit of and in harmony with Acton's sign by-laws (Section 7, Articles 7.1 through 7.1.8) which give the Planning Board special permit granting authority as outlined under Section 7.13.

Summary of this section:

<u>Permitted</u>	<u>Proposed</u>	<u>Increase/Decrease</u>
1 sign	1 sign	
16 FT high	13'-10" high	<b>-1.2 ft height</b>
32 SF	33.7 SF	<b>1.7 SF</b>

The applicant is hopeful that the Planning Board will look at the aggregate total site signage, and offer its support for the 1.7 SF change for the smallest freestanding street sign available from Chrysler.

Automotive manufacturers impose very narrowly defined requirements in the signage language contained in their franchise agreements. For a respected local employer like Acton Lincoln / Acton Chrysler, these franchise signage requirements can cause a significant burden and hardship in obtaining final approval to operate the business.

On behalf of the applicant, I respectfully submit this application and would appreciate your consideration and approval. I believe the proposed signs meet the definition of the intended uses as outlined in the Town's by-Laws, articles 7.1 through 7.1.8.

Thank you for your time and consideration,

Respectfully,



Salvatore F. Sachetta  
President  
Sachetta Consulting & Construction Management

cc: file/ Coleman Hoyt



Town of Acton  
 472 Main Street  
 Acton, MA 01720  
 Telephone (978) 929-6621  
 Fax (978) 264-9630

RECEIVED

Brian McMullen  
 Assessor

TOWN CLERK, ACTON

Location	Parcel ID	Owner	Co-Owner	Mailing Address	City	ST	Zip
87 GREAT RD #A1	196 GREAT RD	LAQUIDARA KATHLEEN TR	A-1 REALTY TRUST	398 RIDGE STREET	ARLINGTON	MA	02174
87 GREAT RD #2	F4-3 F4-3-2	ACTON HOUSING AUTHORITY		WINDSOR AVE	ACTON	MA	01720
87 GREAT RD #A3	F4-5.A02	YOUNG LIH-KUNG		62 WOODLAND RD	BEDFORD	MA	01730
87 GREAT RD #A4	F4-5.A03	OCONNER CHRISTOPHER M	OCONNER LISA M	525 TUMBLING HAWK	ACTON	MA	01718
87 GREAT RD #A5	F4-5.A04	YOUNG LIH-KUNG		62 WOODLAND RD	BEDFORD	MA	01730
87 GREAT RD #A6	F4-5.A05	HOLT GEORGE PAUL		187 GREAT RD #A6	ACTON	MA	01720
87 GREAT RD #A7	F4-5.A06	LARIONNE MARIE C		244 MAIN ST	WAYLAND	MA	01778
87 GREAT RD #A8	F4-5.A07	DEROSA-SCHAEJBE KAREN TR	187-A8 REALTY TRUST	PO BOX 441696	SOMERVILLE	MA	02143
87 GREAT RD #A9	F4-5.A08	BRODEUR EDWARD J	BRODEUR DEBORAH J	4 VINALD RD	MEDFIELD	MA	02052
87 GREAT RD #A10	F4-5.A09	PLAKAS WILLIAM		PO BOX 3025	ACTON	MA	01720
87 GREAT RD #B1	F4-5.A10	FUSCO LUIGI	FUSCO ANNA MARIA	126 OSGOOD STREET	ANDOVER	MA	01810
87 GREAT RD #B2	F4-5.B01	JOHNSON CARL R		1107 SE 15TH AV	DEERFIELD BEAC FL	FL	33441
87 GREAT RD #B3	F4-5.B02	SCHAEJBE THOMAS	SCHAEJBE KAREN DEROSA	PO BOX 441696	SOMERVILLE	MA	02144
87 GREAT RD #B4	F4-5.B03	VARIOUS REAL ESTATE HOLDINGS I		66 GILCREAST ROAD	LONDONDERRY	NH	03053
87 GREAT RD #B5	F4-5.B04	DE ROSA KAREN C		24 FOX MEADOW LA	ARLINGTON	MA	02174
87 GREAT RD #B6	F4-5.B05	OMALLEY RICHARD		187 GREAT RD #B6	ACTON	MA	01720
87 GREAT RD #B7	F4-5.B06	DEVINE CHRISTOPHER		9 JACKSON ST	SAUGUS	MA	01905-37
87 GREAT RD #B8	F4-5.B07	PORETTO JEFFREY	PORETTO YVONNE E	54 WILLOW STREET	ACTON	MA	01720
87 GREAT RD #B9	F4-5.B08	PIPICH ROBERT B		1808 SHIRLEY RD	LANCASTER	MA	01523
87 GREAT RD #B10	F4-5.B09	JOHNSON CARL R		1107 SE 15 AV	DEERFIELD BEAC FL	FL	33441
87 GREAT RD #C1	F4-5.B10	GARRAHAN RAYMOND JR		P.O. BOX 593	WINCHESTER	MA	01890
87 GREAT RD #C2	F4-5.C01	SZCZYPEK EMILY		241 SCHOOL ST	WALTHAM	MA	02451
87 GREAT RD #C3	F4-5.C02	VARIOUS REAL ESTATE HOLDINGS I		66 GILCREAST ROAD	LONDONDERRY	NH	03053
87 GREAT RD #C4	F4-5.C03	SCHAEJBE THOMAS	SCHAEJBE KAREN DEROSA	PO BOX 441696	SOMERVILLE	MA	02144
87 GREAT RD #C5	F4-5.C04	DAVIS JOSEPH R + MICHELE G TR	D + D REALTY TRUST	PO BOX 1151	MARBLEHEAD	MA	01945
87 GREAT RD #C6	F4-5.C05	DAVIS JOSEPH R ET UX TRUSTEES	DAVIS INVESTMENT RLTY TR	85 OVERLOOK ROAD	MARBLEHEAD	MA	01945
87 GREAT RD #C7	F4-5.C06	SCHAEJBE THOMAS	SCHAEJBE KAREN DEROSA	PO BOX 441696	SOMERVILLE	MA	02144
87 GREAT RD #C8	F4-5.C07	MYCYNEK STEVEN V		25 BROOMFIELD RD #1	SOMERVILLE	MA	02144
87 GREAT RD #C9	F4-5.C08	LEDONNE GEANARO	LEDONNE RITA	15 HUGHES STREET	QUINCY	MA	02169
87 GREAT RD #C10	F4-5.C09	CN TOWNHOME NO 1 LLC		5440 MOREHOUSE DR	SUITE SAN DIEGO	CA	92121-67
87 GREAT RD #1	F4-4-1U1	201 GREAT ROAD CONDOMINIUM LLC		198 GREAT RD	ACTON	MA	01720
87 GREAT RD #2	F4-4-1U2	201 GREAT RD CONDOMINIUM LLC		198 GREAT RD	ACTON	MA	01720
87 GREAT RD #3	F4-4-1U3	LAMBS, LLC	% DAVID BRAINARD	4 COWDREY LN	ACTON	MA	01720
87 GREAT RD #4	F4-4-1U4	201 GREAT ROAD CONDOMINIUM LLC C/O ACTON TOYOTA		198 GREAT RD	ACTON	MA	01720
87 GREAT RD #5	F4-4-1U5	201 GREAT ROAD CONDOMINIUM LLC C/O ACTON TOYOTA		198 GREAT RD	ACTON	MA	01720
87 GREAT RD #A1	F4-205.A01	ROLLEY SAMUEL J		205 GREAT RD #A1	ACTON	MA	01720



Locus: 196 GREAT RD  
Parcel: F4-3 F4-3-2

Location	Parcel ID	Owner	Co-Owner	Mailing Address	City	ST	Zip
209 GREAT RD #B8	F4-209.B08	NURNEY STEVEN P	C/O JEAN M. RADOSTA	209 GREAT RD #B8	ACTON	MA	01720
209 GREAT RD #B9	F4-209.B09	WESLEY JOSEPH		22 APRIL LANE	WESTFORD	MA	01886
209 GREAT RD #B10	F4-209.B10	ROY CAROLYN A		209 GREAT RD #B10	ACTON	MA	01720
209 GREAT RD #C1	F4-209.C01	MIINKOFF KENNETH		209 GREAT RD #C1	ACTON	MA	01720
209 GREAT RD #C2	F4-209.C02	METRO REALTY TRUST LLC		132 GREAT ROAD	ACTON	MA	01720
209 GREAT RD #C3	F4-209.C03	DEMERS CHAD M	C/O B DAVID DELOURY JR	209 GREAT RD #C3	ACTON	MA	01720
209 GREAT RD #C4	F4-209.C04	REGAN JENNIFER		209 GREAT RD #C4	ACTON	MA	01720
209 GREAT RD #C5	F4-209.C05	GALLA PAUL		209 GREAT RD #C5	ACTON	MA	01720
209 GREAT RD #C6	F4-209.C06	CLARK SHARON A		209 GREAT RD #C6	ACTON	MA	01720
209 GREAT RD #C7	F4-209.C07	SWEENEY JILL-BETH V		209 GREAT RD #C7	ACTON	MA	01720
209 GREAT RD #C8	F4-209.C08	CICCHETTI CLAUDE C TRUSTEE	GREEN POND TRUST	994 OLD ROAD TO NINE ACRE	CONCORD	MA	01742
209 GREAT RD #C9	F4-209.C09	ZAMBRANO NELSON G		209 GREAT RD #C9	ACTON	MA	01720
209 GREAT RD #C10	F4-209.C10	MAZZONE MARGUERITE		209 GREAT RD #C10	ACTON	MA	01720
8 POST OFFICE SQ BEHIND	E4.47.1	WATER SUPPLY DISTRICT OF ACTON		PO BOX 953	ACTON	MA	01720
199 GREAT RD	F4.3.1	198 GREAT ROAD LLC	MORAN ROBERT R TRUSTEE	198 GREAT RD	ACTON	MA	01720
178 GREAT RD	F4.4.	GALLANT RAYMOND D		PO BOX 975	ACTON	MA	01720
24 GRASSHOPPER LN	F4.10.	VANASH INTERIORS INC		178 B GREAT RD	ACTON	MA	01720-57
26 GRASSHOPPER LN	F4.11.11	MELIA KEVIN C	MELIA ANN M	24 GRASSHOPPER LANE	ACTON	MA	01720
169 GREAT RD	F4.11.12	BOYAJIAN EDWARD P+ ALISHA P	LIN JENNIFER S	26 GRASSHOPPER LN	ACTON	MA	01720
RAIL ROAD	F4.13.	EMPIRE MANAGEMENT CORPORATION	ATTN VANESSA MERRITT	171 GREAT RD	ACTON	MA	01720
		TRANSIT REALTY ASSO		77 FRANKLIN ST 9TH FL	BOSTON	MA	2110

HEARING NOTICES FOR ALL SPECIAL PERMITS MUST BE SENT TO THE  
PLANNING BOARD, TOWN HALL IN THE FOLLOWING TOWNS:

Boxborough, MA 01729    Maynard, MA 01754    Concord, MA 01742    Littleton, MA 01460  
Carlisle, MA 01741    Stow, MA 01775    Westford, MA 01886    Sudbury, MA 01776



Brian McMullen  
Assessor  
Acton Assessors Office

18-Nov-11



**RECOMMENDATION DETAIL**

**E-07**

**INVENTORY**

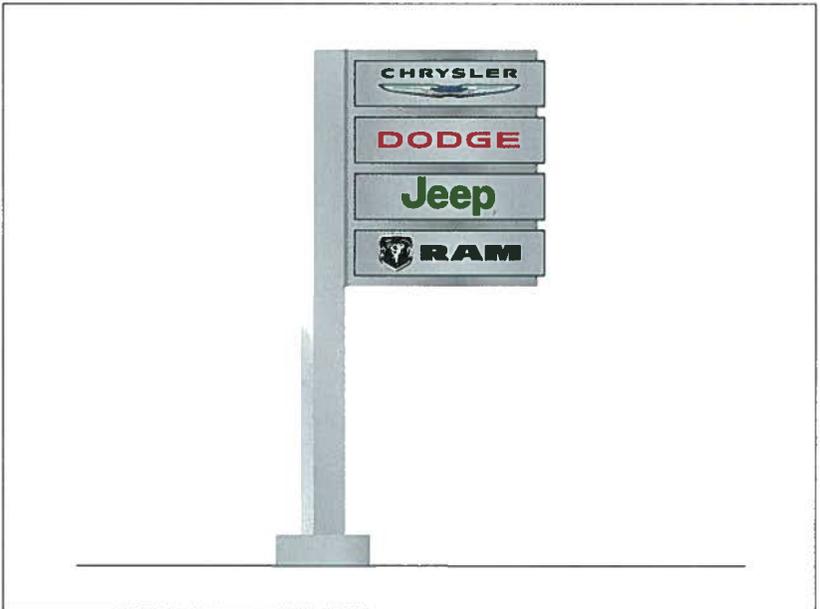
Sign Text / Description		
Lincoln/Mercury Pylon		
Height	Width	Depth
3'-10"	8'-0"	N/A
Letter Height		Height Off Ground
N/A		13'-10"
Face Material		Sign Material
N/A		N/A
Visible Opening		Retainer Size
N/A		N/A
Surface Material		Surface Color
N/A		N/A
Illuminated		Illumination Type
N/A		N/A
Double Face		Mount
Yes		Single Pole



Inventory Comments
N/A

**RECOMMENDATION**

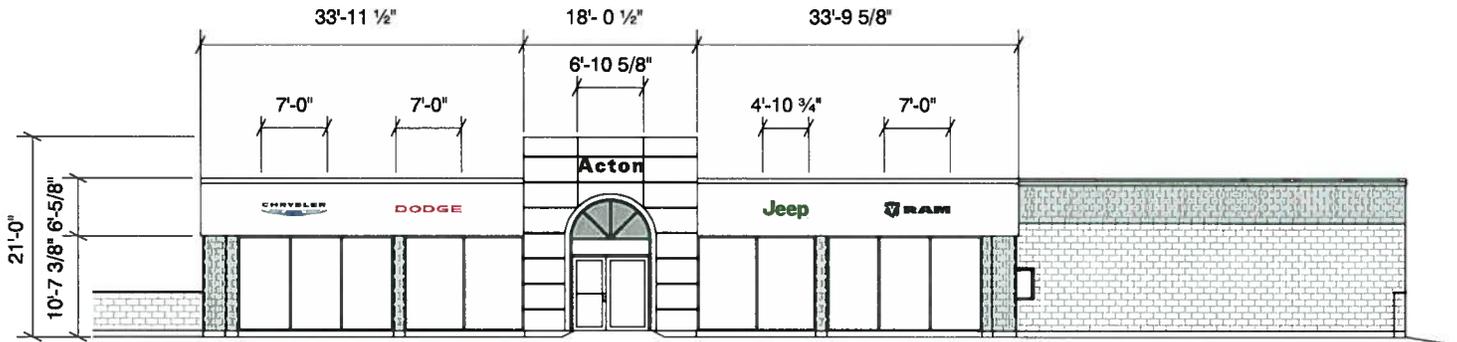
Recommended Action
Remove - Replace
Recommended Sign
4 Series 5' x 6' Brand Sign at 13'-10" OAH
Wall Repair Action
N/A



Recommendation Comments
Principle to remove existing sign. Dealer to ensure existing electrical for ground sign meets current NEC standards and provides a 20-amp dedicated circuit. Principle will replace existing pylon and make final electrical connection.



ELEVATIONS



Wall signs to be centered and equally spaced in available area.  
 Mullions and other wall accents to be painted Pelican Gray.  
 Building to be painted Pelican Gray.



**SIGN DETAIL**

**4 SERIES 5' x 6'  
BRAND SIGN at 13'-10"  
OAH**

**Square Footage**

■ 33.9 ft<sup>2</sup>

**Manufacturing Details**

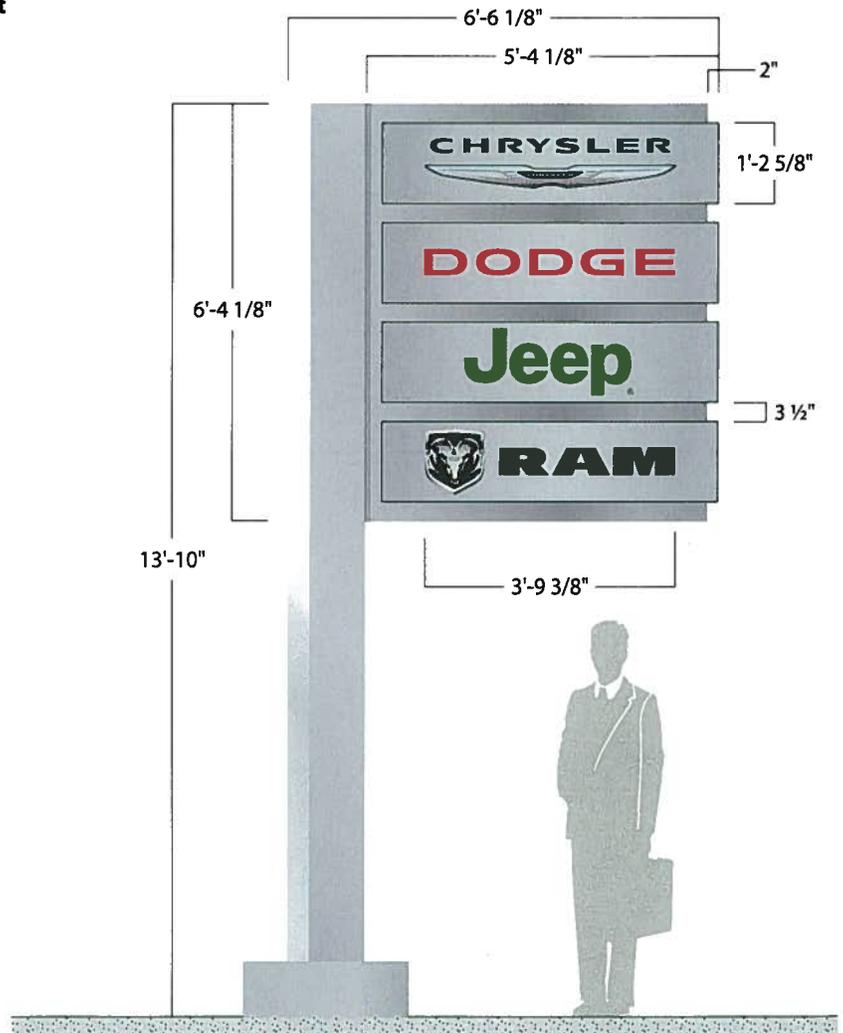
- Painted aluminum exterior construction with chrome accents on cladding.
- Clear acrylic logos pushed thru cabinet face with 1st surface decoration vinyl /color digital print.

**Electrical Requirements**

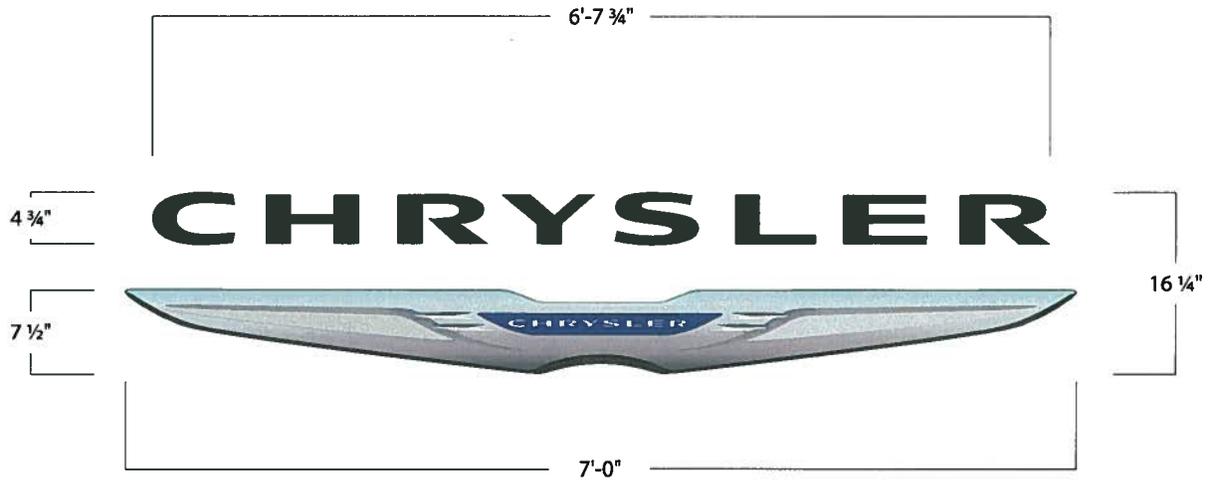
- Fluorescent internal illumination (5) F60 / T12 / Daylight / High Output Lamps
- (1) Transco Ballast TRA-16-832EP at 2.0 amps each
- LED external halo illumination (116) Agilight White Tuffrayz
- (1) Advance Xitanium Power Supply LED-120A-0012V-50F at 0.63 amps each
- Total Load: 2.63 amps at 120 V**
- (1) 20 amp Circuit Required

**Colors**

- **Chrysler Badge:** Black ■ Process Black  
Blue ■ PMS 287  
Silver
- **Dodge Badge:** Red ■ PMS 485  
White  
Silver
- **Jeep Badge:** Green ■ PMS 371  
White  
Silver
- **Ram Badge:** Black ■ Process Black  
Silver



**7 SERIES CHRYSLER  
WALL BADGE**



**7 SERIES CHRYSLER BADGE**

**Square Footage**

- 4.38 ft<sup>2</sup>

**Manufacturing Details**

- 5" deep aluminum cabinets, silver returns
- Formed .118 White Mustang w/ 1st surface digital print

**Illumination**

- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver - 0.5 Amps TOTAL

**Colors**

- Black ■ Process Black
- Blue ■ PMS 287
- Silver

**7 SERIES CHRYSLER LETTERS**

**Square Footage**

- 2.63 ft<sup>2</sup>

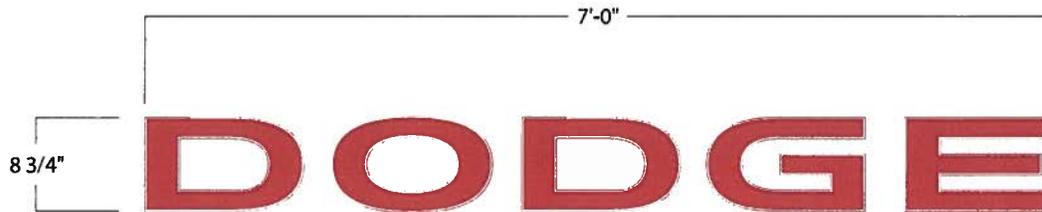
**Manufacturing Details**

- 3" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

**Colors**

- Black ■ Process Black
- Silver

**7 SERIES DODGE  
WALL BADGE**



**7 SERIES DODGE**

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**Square Footage**

- 5.2 ft<sup>2</sup>

**Manufacturing Details**

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface red vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

**Colors**

- Red  PMS 485
- White
- Silver

**7 SERIES JEEP  
WALL BADGE**



**7 SERIES JEEP**

---

**Square Footage**

- 9.6 ft<sup>2</sup>

**Manufacturing Details**

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface green vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

**Colors**

- Green  PMS 371
- White
- Silver



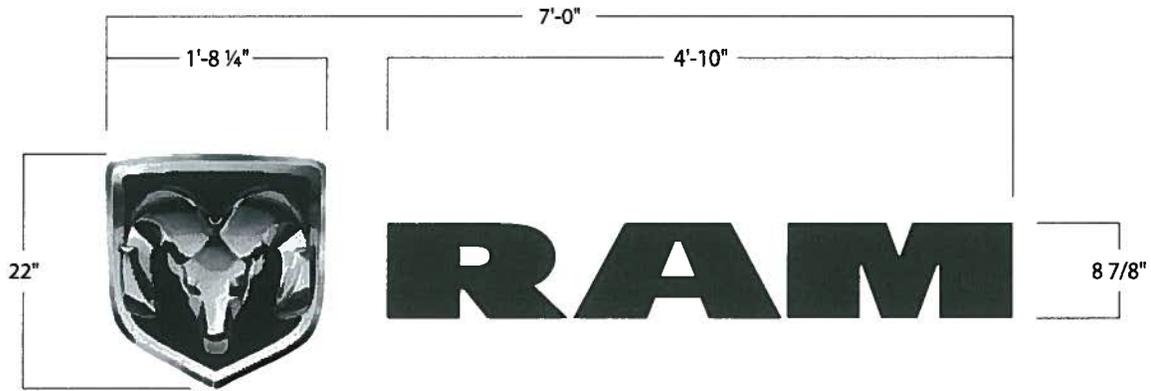
DODGE

Jeep



SIGN DETAIL

**7 SERIES RAM  
WALL BADGE**



**7 SERIES RAM BADGE**

**Square Footage**

- 3.1 ft<sup>2</sup>

**Manufacturing Details**

- 5" deep aluminum cabinets, silver returns
- Formed prismatic acrylic face w/ 1st surface mirror finish & 2nd surface vinyl details
- LED internal illumination

**Colors**

- Black ■ Process Black
- Silver

**7 SERIES RAM LETTERS**

**Square Footage**

- 3.57 ft<sup>2</sup>

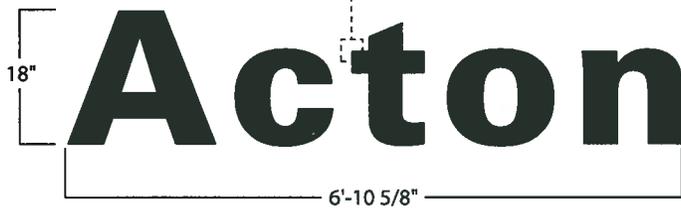
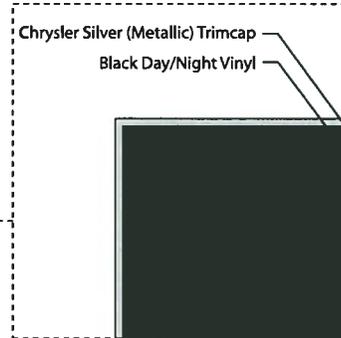
**Manufacturing Details**

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter
- LED internal illumination

**Colors**

- Black ■ Process Black
- Silver

18" DEALER NAME  
LETTERS



**18" LETTERSET**

---

**Square Footage**

- 10.6 ft<sup>2</sup>

**Usage**

- Chrysler and Jeep Only Dealerships
- Any combination of Chrysler, Dodge, Jeep and Ram

**Description**

- **Construction:** Channel Letters w/ Plex. Face
- **Color:** Black 

**Electrical**

- LED Illumination





**TOWN OF ACTON**  
472 Main Street  
Acton, Massachusetts, 01720  
Telephone (978) 264-9632  
Fax (978) 264-9630

**Building Department**

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March 25, 1998

### **SIGN LICENSE # 2442**

MERCURY- LINCOLN is hereby authorized under provisions of the Sign Bylaw of the Town of Acton to erect a FREESTANDING sign, MERCURY-LINCOLN, on property at 196 Great Road, Acton, Massachusetts. Said sign to be eight feet, three and seven-eighths inches wide by three feet ten inches high; sixteen feet above grade; to be of Plastic and metal construction; internally illuminated with opaque background and to conform in every way to the description thereof contained in the application. This is a face change to an existing freestanding sign, license # FS72.

If illuminated the sign shall be equipped with an automatic timer, or other device, which shall effectively operate to extinguish the sign illumination not later than thirty (30) minutes after the closing time of the business on the premises which has the latest closing time.

If at any time during the life of the license the business or use is terminated, this license shall expire and the sign shall be removed within thirty (30) days.

This license will expire March 1, 2001. It will be necessary for you to apply for a renewal prior to that date.

Garry A. Rhodes  
Building Commissioner

Fee - \$35.00, paid.

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Date Received: 2/23/98  
 Fee Paid: \$ 35.00 Cash  
 Permit #: 2442

TOWN OF ACTON  
 APPLICATION FOR SIGN LICENSE

Each application must be accompanied by the following: a scale drawing or photograph showing the proposed sign; dimensions; colors; location on site; building elevation; and any other pertinent information necessary to accurately depict the proposed sign and its location.

SIGNS IN THE HISTORIC DISTRICT MUST HAVE PRIOR APPROVAL FROM THE HISTORIC DISTRICT COMMISSION.

1. GENERAL INFORMATION  
 Street Address of Proposed Sign 196 GREAT RD  
 Name on Sign MERCURY LINCOLN  
 Applicant MODERN SIGNS INC Phone: 508 7542120  
 Mailing Address 135 STAFFORD ST WARC. MA 01571  
 Does this Sign replace an existing licensed sign? FACE REPLACEMENT  
 Material of Sign PLASTIC  
 Is Sign Illuminated? YES Type FLUORESCENT  
 Width 8' 3 1/2" Height 3' 10" Thickness 10 Area of Sign 32 sq. ft.
2. WALL SIGN  
 Building Frontage \_\_\_\_\_ ft. Business occupies 1st. fl. \_\_\_\_\_ 2nd. fl. \_\_\_\_\_  
 If more than one business in building, frontage of your business \_\_\_\_\_
3. PROJECTING SIGN  
 Projection from wall \_\_\_\_\_ Does Sign project over sidewalk? \_\_\_\_\_
4. SECONDARY SIGN
5. FREESTANDING SIGN  
 Height above Grade 16 Are there other signs on the lot? \_\_\_\_\_
6. SPECIAL EVENT SIGN  
 Dates \_\_\_\_\_

Duaine Cullitt DBA MODERN SIGNS 2-23-98  
 Signature of Applicant Date

Coleman W. Hoyt for Cullitt  
 Name of Property Owner Signature of Property Owner

Acton Centennial Trust 2/23/98  
 Approved by Date

(33) [Signature] Feb 24 1998

AVC

278

8.33 ft

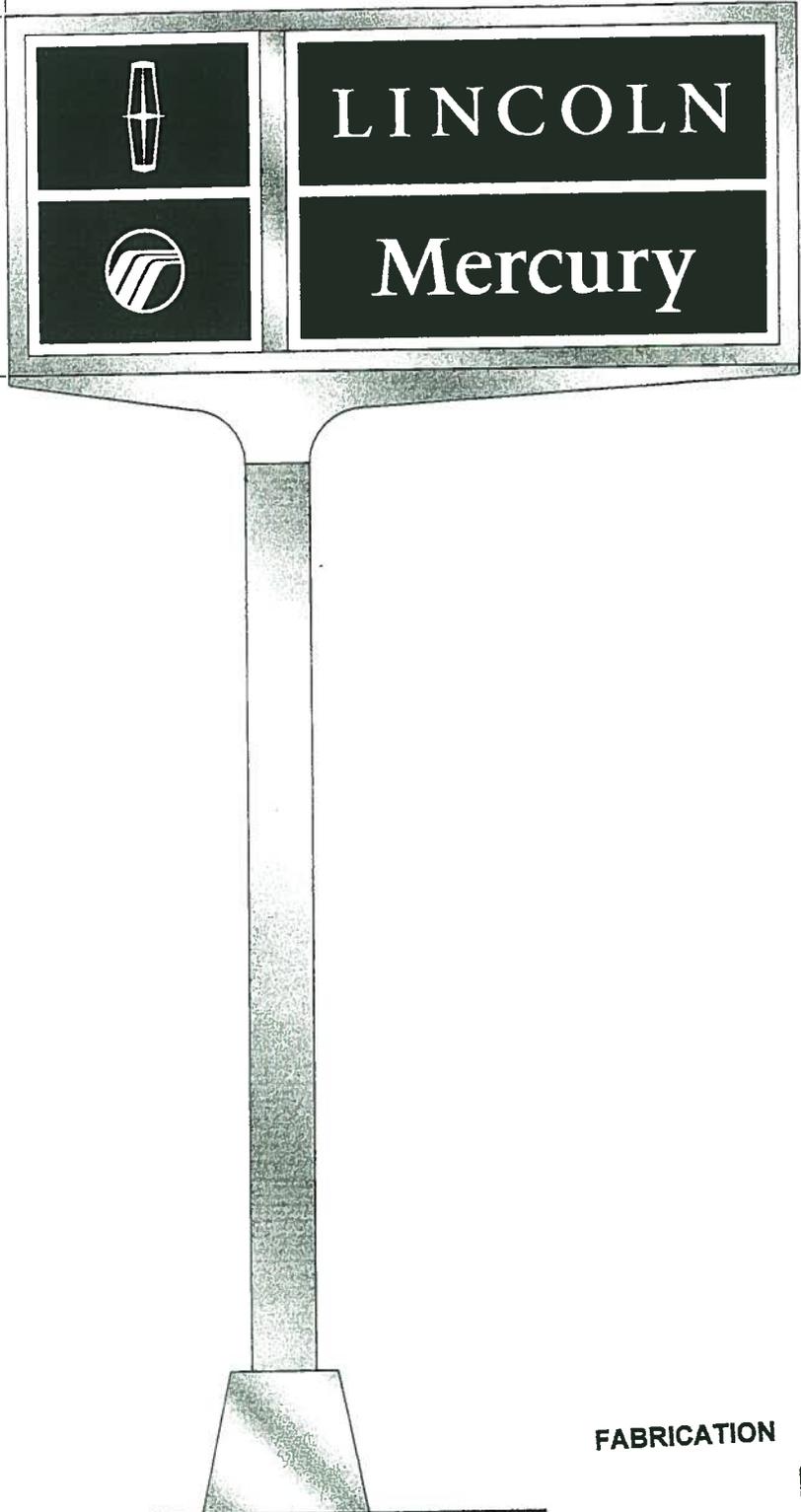
8'-3 7/8"

31.90 sq ft

3.83 ft

3'-10"

16'-0"



FABRICATION SERVICE INSTALLATION



**MODERN SIGNS INC.**

135 STAFFORD ST.  
WORCESTER, MA 01603

DWAINE OUELLETTE  
Partner

508-754-2120  
Fax 508-752-703C

**Plasti-Line, Inc.**

Property of Plasti-Line, Inc. Not to be duplicated

File Name: LM B2-8

Scale: 1:24

Date: 17FEB98



**TOWN OF ACTON**  
472 Main Street  
Acton, Massachusetts, 01720  
Telephone (508) 264-9632  
Fax (508) 264-9630

**Building Department**

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July 26, 1995

### **SIGN LICENSE # 1947**

ACTON LINCOLN-MERCURY is hereby authorized under provisions of the Sign Bylaw of the Town of Acton to erect a WALL sign, ACTON, on property at 196 Great Road, Acton, Massachusetts. Said sign to be twenty-two feet wide by thirty-nine inches high; to be of Lexan and aluminum construction; to be internally illuminated and to conform in every way to the description thereof contained in the application.

If illuminated the sign shall be equipped with an automatic timer, or other device, which shall effectively operate to extinguish the sign illumination not later than thirty (30) minutes after the closing time of the business on the premises which has the latest closing time.

If at any time during the life of the license the business or use is terminated, this license shall expire and the sign shall be removed within thirty (30) days.

This license will expire August 1, 1998. It will be necessary for you to apply for a renewal

Harry A. Rhodes  
Building Commissioner

ACTON

Date Received: 7/24/95  
Fee Paid: 1625.00  
Permit #: 1947

TOWN OF ACTON  
SIGN LICENSE RENEWAL APPLICATION

The undersigned applicant hereby applies for a permit to renew the license for the following sign:

1. GENERAL INFORMATION  
Street Address of Sign 196 Great Road  
Name on Sign ACTON  
Applicant Acton Lively Mercury Inc. Phone: 263-7300 X-12  
Mailing Address P.O. Box 22819 Acton MA 01720

2. SPECIFIC SIGN INFORMATION  
Type of Sign: WALL  FREESTANDING  PROJECTING   
SECONDARY  
Condition of Sign: Good  
Is Sign Illuminated?: yes If so, how? internal fluorescent lighting  
Expiration Date of License: Feb 95

Does this sign, as it now exists, conform to the provisions of the original license? yes

If not, please describe the sign and changes or modifications made:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[Signature]  
Signature of Applicant

14 Jul 95  
Date

Acton Continental Trust  
Name of Property Owner

Eleanor M. Bellantoni, Trustee  
Signature of Property Owner

[Signature]  
Approved by  
(93)

July 26, 1995  
Date



**TOWN OF ACTON**  
472 Main Street  
Acton, Massachusetts, 01720  
Telephone (508) 264-9632  
Fax (508) 264-9630

**Building Department**

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July 26, 1995

### **SIGN LICENSE # 1601-A**

ACTON LINCOLN-MERCURY is hereby authorized under provisions of the Sign Bylaw of the Town of Acton to erect a SECONDARY WALL sign, FORD, MOTORCRAFT, FAST LUBE, on property at 196 Great Road, Acton, Massachusetts. Said sign to be seven feet four inches wide by two feet ten inches high; to be of plastic construction; internally illuminated and to conform in every way to the description thereof contained in the application.

If illuminated the sign shall be equipped with an automatic timer, or other device, which shall effectively operate to extinguish the sign illumination not later than thirty (30) minutes after the closing time of the business on the premises which has the latest closing time.

If at any time during the life of the license the business or use is terminated, this license shall expire and the sign shall be removed within thirty (30) days.

This license will expire August 1, 1998. It will be necessary for you to apply for a renewal

Harry A. Rhodes  
Building Commissioner



Date Received: 7/24/95  
Fee Paid: \$25.00  
Permit #: 1601-A

TOWN OF ACTON  
SIGN LICENSE RENEWAL APPLICATION

The undersigned applicant hereby applies for a permit to renew the license for the following sign:

1. GENERAL INFORMATION  
Street Address of Sign 196 Great Road  
Name on Sign Ford MOTORCRAFT FAST Lube  
Applicant Acton Lincoln Mercury INC. Phone: 263-7300 x-12  
Mailing Address P.O. Box 2289 Acton, MA 01720

2. SPECIFIC SIGN INFORMATION  
Type of Sign: WALL  FREESTANDING  PROJECTING   
SECONDARY X  
Condition of Sign: Good  
Is Sign Illuminated?: yes If so, how? internal fluorescent lighting  
Expiration Date of License: Nov 94

Does this sign, as it now exists, conform to the provisions of the original license? yes

If not, please describe the sign and changes or modifications made:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[Signature]  
Signature of Applicant

14 Jul 95  
Date

Acton Continental Trust  
Name of Property Owner

Eleanor M. Bellantoni, Trustee  
Signature of Property Owner

[Signature]  
Approved by  
(93)

July 26, 1995  
Date