



Planning Department

TOWN OF ACTON
472 Main Street
Acton, Massachusetts 01720
Telephone (978) 929-6631
Fax (978) 929-6340
planning@acton-ma.gov
www.acton-ma.gov

INTERDEPARTMENTAL COMMUNICATION

To: Planning Board

Date: August 20, 2012

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

Subject: Verizon Go Mobl Sign Special Permit - 295 Main Street

Location: 295 Main Street
Applicant: Back Bay Signs on behalf of Verizon GoMobl
Owner: Edens & Avant
Sign Type: Wall Sign and Projecting Sign
Bylaw Sections: 7.13.1.1, 7.13.1.2(a), 7.13.1.2(b) and 7.13.1
Map & Parcel: F-3/89
Zoning: Kelley's Corner (KC)
Public Hearing: August 21, 2012
Decision Deadline: November 19, 2012

Below is a brief background of the Sign Special Permit for Back Bay Signs on behalf of Verizon GoMobl at 295 Main Street. Other Town departments/committees have also reviewed the application and appear to have no issues with the sign special permit application and/or request. The applicant has received all department/committee comments, a copy of this memo, and the draft decision.

Background and Comments

GoMobl, a new tenant at 295 Main Street, owned by Edans & Avant, wants to add two new signs to their storefront: one Wall Sign and one Projecting Sign. Bylaw Section 7.13.1.1 provides the Planning Board (Board) with the authority to grant a special permit for a greater number of signs than allowed under Section 7.7 and 7.8, but not more than one sign in addition to the number of signs otherwise permitted per principle use.

In addition, the Wall Sign is proposed with a display area of 45.75 square feet, with a height of 3' 3 1/4" and with a width of 14'. Section 7.13.1.2 (b) provides the Board with the authority to grant a special permit for the proposed dimensions which are in excess of those permitted under Section 7.7. and 7.8.

The applicant also submitted revised plans on July 24, 2012 showing the Projecting Sign positioned at a minimum clearance of 8 feet above the walkway to comply with the Bylaw, and revised plans on August 16, 2012 showing the Projecting Sign positioned and mounted perpendicularly to the wall to comply with by-right requirements of the Bylaw.

The Planning Department staff believes the proposed Wall Sign and Projecting Sign may be allowed on the site by special permit and are appropriate in scale, design and proportion relative to the

buildings in the area and to the general surroundings. In all other respects the proposed Wall Sign and Projecting Sign comply 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.