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Sign Special Permit #16-04  
133 Great Road, Eastern Insurance  
April 19, 2016

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Planning Board

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**TOWN OF ACTON**  
472 Main Street  
Acton, Massachusetts 01720  
Telephone (978) 929-6631  
Fax (978) 264-9630  
[pb@acton-ma.gov](mailto:pb@acton-ma.gov)  
[www.acton-ma.gov](http://www.acton-ma.gov)

**DECISION**  
#16-04  
**133 Great Road – Eastern Insurance**  
Sign Special Permit  
April 19, 2016  
GRANTED with CONDITIONS

Decision of the Acton Planning Board (hereinafter the Board) on the application of Batten Bros. Sign Advertising, 893 Main Street Wakefield, MA 01880 (hereinafter the Applicant) for property in Acton, Massachusetts, owned by Lauri Maxner/ Brian Billsbury (hereinafter the Owners). The property is shown on the Acton Town Atlas map F4-69 (hereinafter the Site).

This Decision is in response to an application for a Sign Special Permit, received by the Acton Planning Department on March 10, 2016 pursuant to Section 7.13 of the Acton Zoning Bylaw (hereinafter the Bylaw) and the Sign Special Permit Rules and Regulations (hereinafter the Rules).

The Applicant presented the Special Permit application to the Board at a duly noticed public hearing on April 19, 2016. Board members Jeff Clymer (Chairman), Ray Yacoubi, Mike Mai, Michael Dube, and Derrick J. Chin were present throughout the hearing. The minutes of the hearing and submissions upon which this Decision is based upon may be found and referred to in the Planning Department or the Town Clerk's office at the Acton Town Hall.

## **1 EXHIBITS**

Submitted for the Board's deliberation were the following exhibits:

**1.1 Items and documentation required by the Rules consisting of:**

- A properly executed Application for a Sign Special Permit, received in the Planning Department on March 10, 2016
- Sign renderings;
- A locus map;
- Photos identifying sign location;
- Certified abutters list;

**1.2 Interdepartmental communication received from:**

- Acton Planning Department Memo dated March 31, 2016.

Exhibit 1.1 is referred to herein as the Plan.

## **2 FINDINGS and CONCLUSIONS**

Based upon its review of the exhibits and the record of the proceedings the Board finds and concludes that:

**2.1 The Site is located within the East Acton Village 2 (EAV-2) zoning district.**

**2.2 The proposed sign reads "Eastern Insurance". Eastern Insurance will be located in the shopping plaza at 133 Great Road and this plaza serves many different businesses.**

**2.3 The Applicant request a Sign Special Permit for one Wall Sign at the Site that would not otherwise be allowed under the Bylaw.**

**2.4 The Wall Sign will be located on the front of the building facing the parking lot and Great Road.**

- a) It would be located on the top of the wall over the entrance to the business.
- b) The Bylaw allows by right a Wall Sign to have a maximum width of 7 feet (§ 7.7.4.3).
- c) The proposed total width is 10 feet.
- d) It will be illuminated and it will contain push thru illuminated graphics with a white aluminum sign face.
- e) It may be allowed on the Site by Special Permit in accordance with section 7.13.1.2 (a) under the Bylaw.

**2.5 The Sign is consistent with the character and uses of the area and with the Zoning District in which it will be located.**

**2.6 The Sign is appropriate in scale, design, and proportion relative to the buildings in the area and to the general surroundings. The Sign is attractively designed, appropriately located, and will be compatible with the buildings to which it principally relates, and are in harmony with the general area and character of the EAV-2 zoning district.**

- 2.7 The colors and materials of the Sign is restrained, and in harmony with the buildings.
- 2.8 The materials used for the Sign is appropriate and do not detract from the aesthetic qualities of the surroundings.
- 2.9 The number of graphic elements on the Sign is held to the minimum needed to convey its primary message and is in good proportion to the area of the Sign's face.
- 2.10 The Sign will not unduly compete for attention with any other signs in the area.
- 2.11 The Sign are necessary for adequate identification of the business at this Site.
- 2.12 The Sign as approved and conditioned herein is appropriate for the Site; is consistent with the Master Plan; is in harmony with the purpose and intent of the Bylaw, specifically Section 7; will not be detrimental or injurious to the neighborhood where it is proposed; and comply in all respects to the applicable requirements of the Bylaw and the Rules.
- 2.13 The Board has received a memo from the Planning Department, which is listed in Exhibit 1.2 above. The Board considered the comments in its deliberations, made them available to the Applicant, and incorporated them into this Decision as deemed appropriate.

### **3      BOARD ACTION**

Therefore, the Board voted to GRANT the requested Special Permit subject to and with the benefit of the following conditions, and limitations.

#### **3.1    CONDITIONS**

The following conditions shall be binding on the Applicant and its successors and assigns, and shall be enforceable by the Zoning Enforcement Officer (ZEO) in his administration of the sign permit under section 7.6 of the Bylaw. Failure to adhere to these conditions shall render this Special Permit null and void, without force and effect, and shall constitute grounds for the revocation of this Special Permit, and of any sign permit issued by the ZEO hereunder. The Town of Acton may elect to enforce compliance with this Special Permit using any and all powers available to it under the law.

- 3.1.1 The Applicant shall receive approval from the Planning Department for their prior submitted sign permit pursuant to sections 7.6 and 7.13 of the Bylaw.
- 3.1.2 The Sign shall be erected in accordance with the approved Plan, and shall otherwise comply with all applicable requirements of the Bylaw. The sign illumination must comply with the illumination standards in section 7.4.3 under the Bylaw.
- 3.1.3 All taxes, penalties and back charges resulting from the non-payment of taxes, if any, shall be paid in full prior to issuance of the sign permit.

#### **3.3    LIMITATIONS**

This Special Permit shall be limited as follows:

- 3.3.1 The foregoing conditions have been stated for the purpose of emphasizing their importance, but are not intended to be all-inclusive or to negate the remainder of the Bylaw and the Rules.
- 3.3.2 This Special Permit applies only to the Site identified in this decision and to the proposed Sign as shown on the Plan.
- 3.3.3 Other approvals or permits required by the Bylaw, other governmental boards, agencies or bodies having jurisdiction shall not be assumed or implied by this decision.

3.3.4 This Special Permit shall lapse if substantial use thereof has not commenced within two years of the filing date of this decision with the Town Clerk, except for good cause, or if construction under this Special Permit is not continued through to completion as continuously and expeditiously as is reasonable. A request to extend said time limits must be made in writing to the Board at least 30 days prior to said expiration dates. The Board herewith reserves its rights and powers to grant or deny such extension, to issue any appropriate changes to the Special Permit and to require any appropriate modifications of the Plan.

3.3.5 The Board hereby reserves its right and power to modify or amend the Plan and the terms and conditions of this Special Permit with or without a public hearing upon the request of the Applicant, his designees or assigns, or upon its own motion.

#### 4 APPEALS

Appeals, if any, shall be made pursuant to MGL, Ch. 40A, S. 17 and shall be filed within 20 days after the date of filing this decision with the Town Clerk.

Signed on behalf of the Acton Planning Board



Roland Bartl, AICP, Planning Director  
for the Town of Acton Planning Board

This is to certify that the 20-day appeal period on this decision has passed and there have been no appeals made to this office.

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Eva Szkaradek, Town Clerk

Date

Copies furnished:

Applicant -  
certified mail #  
Town Clerk  
Owner

Building Dept.  
Engineering Dept.  
Town Manager  
Assessor Dept.

Health Dept.  
Municipal Properties Dept.  
Police Chief