

**SIGN COMMITTEE
MINUTES – JULY 18, 2011**

Chairman Kauppi called the meeting to order at 4 PM in the Town Hall.

Members present: Jason Kauppi, Mark Haddad

Others present: Michelle Collette, Land Use Director

Hollingsworth & Vose - Sign Application

The Committee held a public hearing to consider the request submitted by Hollingsworth & Vose for permit under Section 8. Unique and Special Circumstances

The applicant is seeking to replace two existing 12-square-foot, double-sided signs with two 20-square-foot, double-sided signs. These signs are directional in nature, providing important information for arriving delivery trucks. This large mill complex has two main gates and each requires a sign to mark the entrance. The signs are appropriate for the scale and use of the facility and in keeping with the character of the neighborhood.

In addition, the applicant has agreed to work with the town to install a directional sign in West Groton Center to direct truck traffic up Townsend Road and help alleviate congestion in the square when truck drivers are uncertain of which road to take.

Comments on each criteria set out in the section:

Site distances – While the number of signs is twice the number allowed for a single business under the bylaw, these two signs provide important directional information for arriving delivery trucks. The signs will be positioned more than 100 feet apart at two different entrances to the mill.

Visibility – The two 20-square-foot, double-sided signs will provide greater visibility to arriving delivery trucks and not impact visibility of motorists leaving the property.

Hierarchy – Not applicable

Existing and proposed architecture - The site has been a mill for generations and the two signs will replace two decaying signs. The new signs will have similar design as the previous signs.

Site and building entrances – The two signs would replace existing signs at two main entrances to the property. The purpose of the signs is largely directional, to instruct deliveries and get tractor trailer trucks off the road as soon as possible.

Neighborhood character – The mill has been in this neighborhood for generations. In recent years, steps have been taken by ownership to improve the appearance of the buildings and the site. Replacing the existing signage is consistent with those efforts.

Project scale – Replacement of signs that pre-date original sign bylaw.

Lighting – No lighting requested.

Historic appropriateness – Not applicable.

The motion was made by Haddad, seconded by Kauppi, that the proposed signs on the Hollingsworth & Vose property qualify as a unique and special circumstance and voted unanimously to grant a variance for two double-sided, 20 square foot signs. The signs shall be consistent with the plans submitted with the application. The motion passed unanimously.

The motion was made by Haddad, seconded by Kauppi, to request that Hollingsworth & Vose install a directional sign at the intersection of Townsend Road, Pepperell Road and West Main Street and that the location and details of the sign must be approved by the Town's DPW Director. The motion passed unanimously.

Meeting adjourned at 4:10 PM

Respectfully submitted,

Michelle Collette
Land Use Director