

Minutes Of Regular Meeting
Town Of Saugus Sign By-Law Committee
1/28/02
6:00 P.M.

Committee Members In Attendance:

Peter A. Rossetti, Jr. Chairperson

Dennis R. Robitaille, Clerk

Ellen Burns

Edward L. Carlson

Thomas S. Gannon

Donald Wong

Absent: (Albert DiNardo)

Others Present:

Corey Berkowitch, owner of Sachem Signs in Saugus.

Liz Plante, manager of Kinko's in Saugus.

Nora Shaughnessy, Saugus Town Meeting member.

Susan Thomas and Maureen Gaeta, real estate agents from Castle Gate Real Estate in Saugus.

To the best of my recollection and interpretation the following events occurred: (Recorded by Committee Clerk, Dennis Robitaille.) Meeting was called to order at 6:03 P.M. by Chairperson, Peter Rossetti. The minutes of the previous meeting held 1/7/02 were accepted.

Ellen Burns discussed where she thought the proposed amendments should go in the Sign By-Laws. Peter Rossetti, with input from the Building Department, also had a list of where the amendments should be placed within the Sign By-Laws. Dennis Robitaille asked about the importance of the placement order and was told that improper order could cause conflicting and confusing By-Laws.

Kinko's manager, Liz Plante, spoke about her concerns that directional signs are needed near her building to help direct motorists to her business. She said it was confusing for people entering in off Route One to get to her building because the exit off Route One leads people to the Home Depot building. Nora Shaughnessy also spoke in support of the need to help Liz Plante. Committee Members explained to her that the DPW could put up directional signs / arrows but any company names would constitute a sign and need a variance. This brought up the strip mall sign amendment for discussion. The Committee after discussion revised the proposed amendment to help businesses such as Kinko's, by including the rear wall of strip malls instead of just the end wall but excluding the front wall as a location for the directory sign.

Susan Thomas and Maureen Gaeta from Castle Gate Real Estate asked about putting up "for lease" signs on a building. The Committee discussed whether "for lease" or "for sale" signs were covered under the real estate "for sale" sign section of the Sign By-Law." Susan and Maureen mentioned that the Sign Officer recently ordered someone to remove a "for lease" sign off a building. It was not known whether the reason for the removal order was due to the size or type of sign or because it was a "for lease" sign. The Committee suggested that Susan and Maureen should check with the Sign Officer to learn more about that particular situation.

Discussions then took place regarding the proposed amendments to the Sign By-Laws. Minor wording changes were made to a few of the proposed amendments and there was some debate about the placement order of them.

The revised amendments and their suggested placements made during the meeting are as follows:

1. Street Banners – Subject to Selectmen for S-2 permit. This applies only to non-profit or municipal use. The size of sign is limited to 30 feet by 4 feet. Maximum time allowed to be displayed is 30 days. Wording and illustrations are subject to approval of the Selectmen. Locations are limited to Main St, Essex St., and Lincoln Ave at locations approved by utility companies. A \$10,000 bond naming the Town of Saugus will be posted. This will be added to the Sign By-Law at Section 7.4. (2) g (1) (new section.)
2. Business Grand opening sign - Fee of \$50. Placement of the sign is subject to approval of Inspectional Services, but it can not interfere with public safety. Sign can be no larger than 8 ft. by 4 ft and can not be displayed for more than 10 days. Only one sign may be displayed for each initial business opening. This will be added to the Sign By-Law at Sections 7.4 (2) g (2), (new section), Section 7.4 (3) g. (1), (new section), 7.4 (4) g. (1), (new section), and 7.3 (7) b. (new section.)
3. Reconstruction of signs - 133% of original cost, to be left alone. GRANDFATHERING ISSUES AND CHANGES IN OWNERSHIP to be discussed further.
4. Vehicle signs – A vehicle with advertising signage must be registered, functional and used in the normal course of business. Vehicle should be parked within 200 Ft of the business property for which is providing advertising, but not on public ways. Location of parking area must be approved by Inspectional Services. Vehicles displaying advertising are not allowed in residential (R1) areas, except when used by the owner of the property for transportation. Add to Section 7.3 (7) c of the Sign By-Laws.

Note: The intent of this is not to prohibit owners or employees of small businesses from using vehicles as personal transportation, but not to allow large (20,000 GVW) in residential areas on a permanent basis.

5. Strip Mall Directory Signs – A strip mall is a series of connected buildings without a common entrance. Located on wall at either end of Mall or at the rear of the Mall (but not both) only one sign per Mall. Size limited to 3 ft by 4 ft. Sign will contain names only of businesses in the mall. Sign must be backlighted and use the same lettering and colors for all businesses. Added to Sections, 7.4 (2) h 1, (new section), 7.4 (3) h 1, (new section), 7.4 (4) h 1, (new section.)

Note: See notes above section 2, concerning grand opening signs.

6. Open and Seasonal flags - "OPEN" flags shall be allowed. Flag can only say OPEN. Size is limited to 3 ft by 4 ft. Flag can not interfere public safety. Flag will be used only with business is open. A single "Seasonal" flag that is NOT advertising is permitted. Maximum size is 3 ft by 4 ft. No trade symbols are allowed on seasonal signs. There is no time limit period for a seasonal flag, however, they should be appropriate to the season.

Added to Section 7.4 (1), (new section) (could be 1 & 2.)

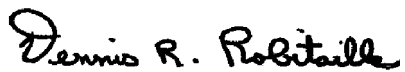
7. Lighted signs must be turned off within one hour after the close of business daily.
Added to Section 7.3 (2) a. 7.4 (2) e (4), 7.4 (3) e (4) 7.4 (4) e (6).

Next meeting was set for 2/25/02 at 6:00 P.M.

Motion to adjourn was made and seconded.

Meeting was adjourned at 7:30 P.M.

Clerk, Dennis R. Robitaille



Chairperson, Peter A. Rossetti