

Minutes Of Regular Meeting
Town Of Saugus Sign By-Law Committee
2/25/02
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 for the first 40 minutes:

Joel Beck, from the Saugus Advertiser

Fred Moore, Town Meeting Member.

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 1/28/02 were accepted.

Discussion centered on the seven previously proposed amendments to the Sign By-Laws. Minor wording changes were made to a few of the proposed amendments. Ellen Burns suggested that "ft." be changed to feet for consistency. Most of the proposed amendments were accepted by the Committee Members in attendance, except for Item 3, proposed by Dennis Robitaille. Based on Member discussion pertaining to the proposed amendment, it appeared that three Members would support and three Members would not support the proposed amendment. Dennis's argument for the proposed amendment was twofold, one was that when other towns adopted Sign By-Laws set limits of 1 to 5 years of bringing existing non conforming signs into conformity. Two, if the intent of the original Sign By-Laws was implemented for the general benefit of Saugus, then an attempt should be made to eventually bring all non-conforming signs into conformity.

Peter Rossetti Jr. commented on the added value that an existing non-conforming sign might add to a property. Dennis Robitaille agreed with that premise, but stated he did not feel it was the obligation of a government body to insure the financial well being of a free enterprise business. Ellen Burns made a motion to table any decision on the proposal till the next meeting when all Committee Members would be in attendance.

Ellen Burns offered an additional provision which was added to item 6.

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 feet by 4 feet 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. Pre Existing Signs: 7.5 PRE -EXISTING NON CONFORMING SIGNS

2. As of the date of passing / acceptance of this by-law section 7.5.2., all existing non-conforming signs shall be removed or made conforming if the business ownership is transferred or sold or whenever the (non-conforming) sign advertises or calls attention to any product, service, or business activity which was not the exact type of product, service, or business activity carried on or sold at the particular premises prior to the date 7.5.2. was accepted.

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 Feet 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 feet by 4 feet. 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 feet by 4 feet. 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 feet by 4 feet. 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).

It was agreed that political signs, non-conforming signs and balloons would be discussed at the next meeting. Tom Gannon invited all Committee Members to the Chamber of Commerce meeting at Spinelli's restaurant in Lynnfield on 3/21/02 at 12 Noon. Saugus Sign Officer, Fred Varone, was going to be present at that meeting to discuss the Sign By-Laws.

Dennis mentioned that he would be out of town for the next week and asked Peter if he would post the next meeting shortly to insure the Committee of a meeting place.

Next meeting was set for 3/11/02 at 6:00 P.M.

Motion to adjourn was made and seconded.

Meeting was adjourned at 7:03 P.M.

Clerk, Dennis R. Robitaille

Chairperson, Peter A. Rossetti