



PLANNING BOARD

P.O. Box 1305
Littleton, Massachusetts 01460

Wednesday, December 19, 2018

**MODIFICATION
Sign Standards
Constitution Avenue
Lots 1-7**

APPLICATION:

SPECIAL PERMIT MODIFICATION relating to the sign standards pursuant to MGL Chapter 40A and the Code of the Town of Littleton Zoning. The application is to modify the Use Special Permit issued February 2, 2012 for this development.

PROPERTY LOCATION:

“The Point” approximately 90.27 acres of land comprising Lots 1-7 on the subdivision plan for Constitution Avenue, situated in the northwest quadrant of the interchange at the intersection of Interstate 495 and Route 119/Great Road. Map R-18, Parcel 1-2, and Map U-8.

DESCRIPTION:

Sign Standards for the mixed use commercial development known as “The Point”.

APPLICANT/OWNER:

Littleton Commercial Investments, LLC
c/o Sam Park & Company
333 School Street, Suite 200
Mansfield, MA 02048

DATES OF LEGAL NOTICE:

August 24, and August 31, 2018

DATES OF HEARINGS:

September 13; September 20; October 4; November 1; and December 6, 2018

MEMBERS PRESENT:

Mark Montanari, Ed Mullen, Anna Hueston, Jamie Cruz, and Peter Scott

Sign Standards – The Point – December 2018

HEARING:

The Littleton Planning Board held a public hearing on September 13, which was continued to dates noted above, to consider an application to modify a Special Permit pursuant to MGL Chapter 40A and the Code of the Town of Littleton Zoning. Sam Park, on behalf of the Applicant, and Timothy Power, the project engineer, made a presentation to the Planning Board. Mr. Park and Mr. Power responded to questions posed by members of the Planning Board. Members of the public in attendance asked a number of questions, all of which were answered by Mr. Park and Mr. Power. The Public Hearing was closed on December 6, 2018.

SIGN STANDARDS:

The Sign Standards text and plans, Revised August 24, 2018 are attached herewith.

DECISION:

At the Planning Board meeting of December 6, 2018, Mr. Mullen made a motion that the Planning Board grant the requested modification, adopting the Revised August 24, 2018 Sign Standards, with the following conditions:

1. The Sign Standards, as revised August 23, 2018, meet the criteria for approval set out in Section 173-175 (General Performance Standards and Criteria), taking into account the design Standards set out in Section 173-176; and
2. Any proposed signs that do not comply with the Sign Standards, and any proposed window signage that covers more than 50% of the glass area, shall be reviewed by the Planning Board and may be approved as a Minor Modification to this Special Permit.

Mr. Scott seconded this motion and the Board voted 5 to 0 in favor of this motion.

The Board members voted as follows:

Mark Montanari	AYE
Ed Mullen	AYE
Anna Hueston	AYE
Jamie Cruz	AYE
Peter Scott	AYE

Sign Standards – The Point – December 2018

Appeals, if any, shall be made pursuant to Section 17 of Chapter 40A, Massachusetts G.L., and shall be filed within 20 days after the date this decision is filed with Town Clerk.

Signed:



Anna Hueston, Clerk

Date Filed with Town Clerk: Dec. 19, 2018



Town Clerk

TOWN CLERK CERTIFICATION:

To Whom It May Concern:

I, Diane Crory, Clerk of the Town of Littleton hereby certify that twenty days have elapsed since the filing of this decision by the Planning Board for this Special Permit and that no appeal concerning said decision has been filed, or that any appeal that has been filed has been dismissed or denied.

Date

Town Clerk Diane Crory
Littleton Mass

The Point, Littleton

SIGN STANDARDS

All exterior signs, lettering and symbols are subject to these Sign Standards. These standards have been prepared as a “reasonable guideline” for the Town and Tenants at the Point to follow in development of signage and review for sign permits. Any proposed signs inconsistent with these standards may be reviewed by the Planning Board to confirm the sign meets the intent of the Special Permits for the project and the goals of the Littleton Village Overlay District West Beaver Brook Area.

I. Tenant/Occupant Signs

A. Type

1. Tenant/Occupant signs shall consist of internally illuminated individual letters, halo lit letters or externally illuminated individual letters. Such sign letters will be mounted directly on the sign panel or sign.
2. Restrictions:
 - a) No box signs will be permitted.
 - b) No moving, flashing or blinking signs.
 - c) No iridescent painted signs.
 - d) No daylight-fluorescent plastic signs.
 - e) No exposed raceways, wiring troughs, conduits or ballasts unless, when other building elements create conflict, these items are disguised in architectural elements, or painted to match the building façade.
 - f) No signs of box or cabinet type employing transparent, translucent or luminous plastic background panels.
 - g) No sign employing luminous-vacuum formed plastic letters.
 - h) No signs employing noise making devices and components.
 - i) No free-standing signs or signs employing unedged or uncapped plastic letters or letters with no returns or exposed fastenings.

B. Contents

1. Tenant lettering may include the Tenant / Occupant's trade name, logo, and type of merchandise or service provided, but may not include advertising of specific merchandise or slogans.
2. Permits, underwriters' labels, name of fabricators, etc., shall be located as to be completely inconspicuous.
3. All such sign letters will have concealed attachment devices, clips, wiring and transformer. No exposed tubing or lamps will be permitted.

C. Size

1. Sign area shall be limited to two square feet of copy area for every one linear foot of store frontage (see Appendix A, Examples). Store Frontage shall be defined as any building facade that includes glass into a tenant space. The extreme edges of the sign letters or symbol shall be no closer to the side boundaries of the premises than 2'0" and in no event shall the length of the sign overall be more than 2/3 the length of the store frontage. Total building signage including blade signs, awnings, and other window signs, shall be not more than 3 square feet of total cumulative signage per linear foot. Notwithstanding the total allowable square footage noted, Tenant signs may be placed above tenant's Storefront and a secondary wall façade, but in no circumstance shall exceed 3 square feet per linear feet of store front per building side.

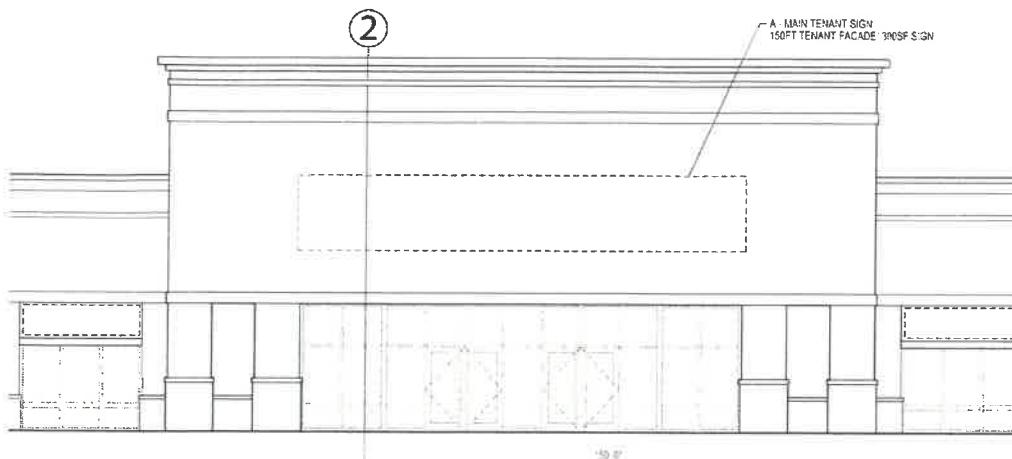
D. Miscellaneous

1. All signs located within the store shall be professionally prepared, including window clings.
2. No signs, lettering or other advertising devices shall be placed upon the so-called store-front or any windows or doors to or from the Premises in excess of 50% of the storefront windows and door.
3. These Standards shall not limit Project Identity Signage, defined as graphic banners, building wraps, and building pylons and monuments integrated into the building architecture. (See Appendix B for Examples)

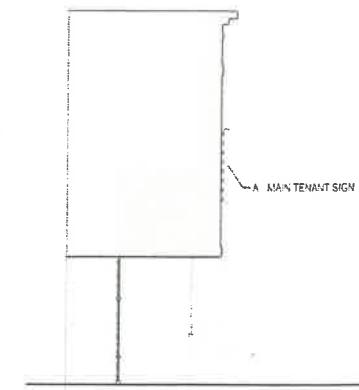
II. Site Signs

A. Type

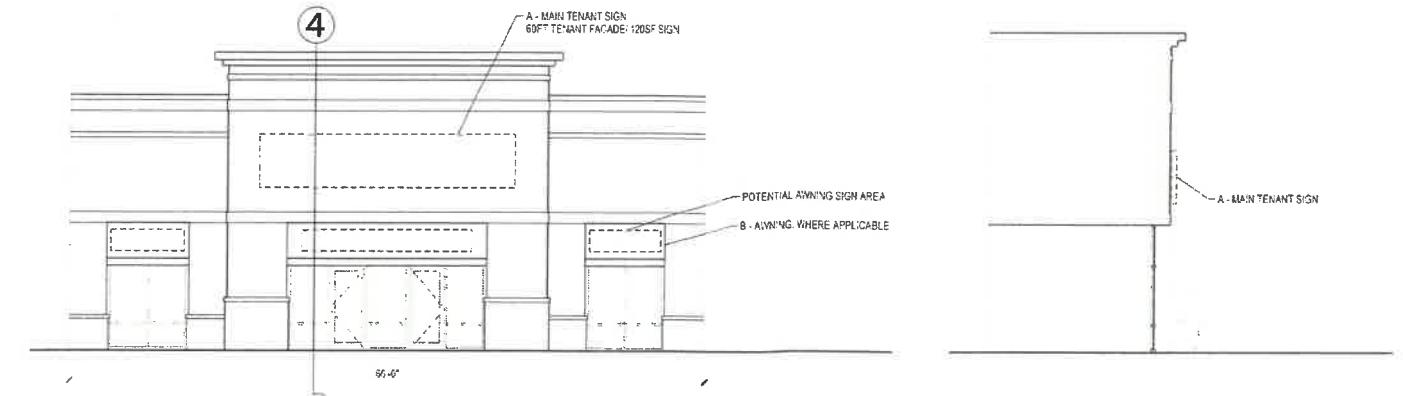
1. Pylons, monuments, and tenant directory signs shall be consistent with the dimensional parameters identified on the Approved Plans.
2. Directional signs may not exceed 40 square feet, except that a landscaped entry sign may be larger, but not in excess of 100 square feet.
3. Parking, traffic control and ancillary signs shall be consistent with either the dimensional parameters identified on the Approved Plans, or, in the absence of such parameters, with the standards in the current Manual on Uniform Traffic Control Devices.
4. Buildings may not include more than 10% of its façade for graphics and Project Identity Signs.



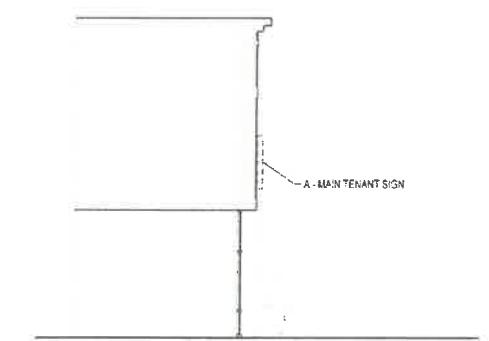
① TYPICAL 150FT +/- TENANT FACADE ELEVATION
SCALE: 1/8" = 1'-0"



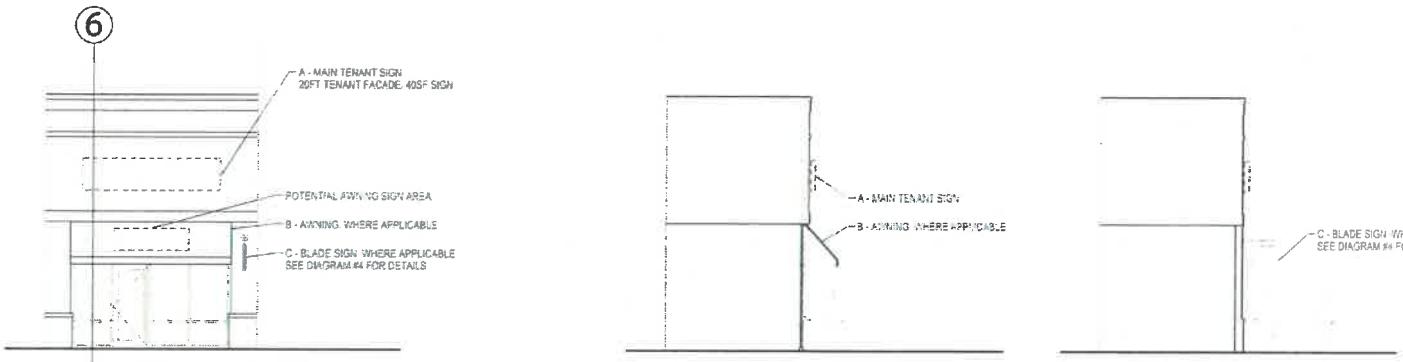
② TYP 150FT +/- TENANT FACADE SECTION
SCALE: 1/8" = 1'-0"



③ TYPICAL 60FT +/- TENANT FACADE ELEVATION
SCALE: 1/8" = 1'-0"

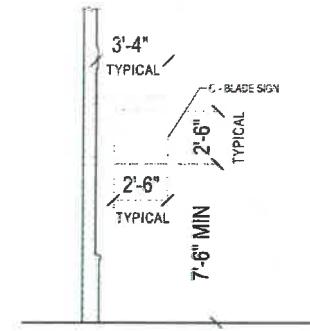


④ TYP 60FT +/- TENANT FACADE SECTION
SCALE: 1/8" = 1'-0"

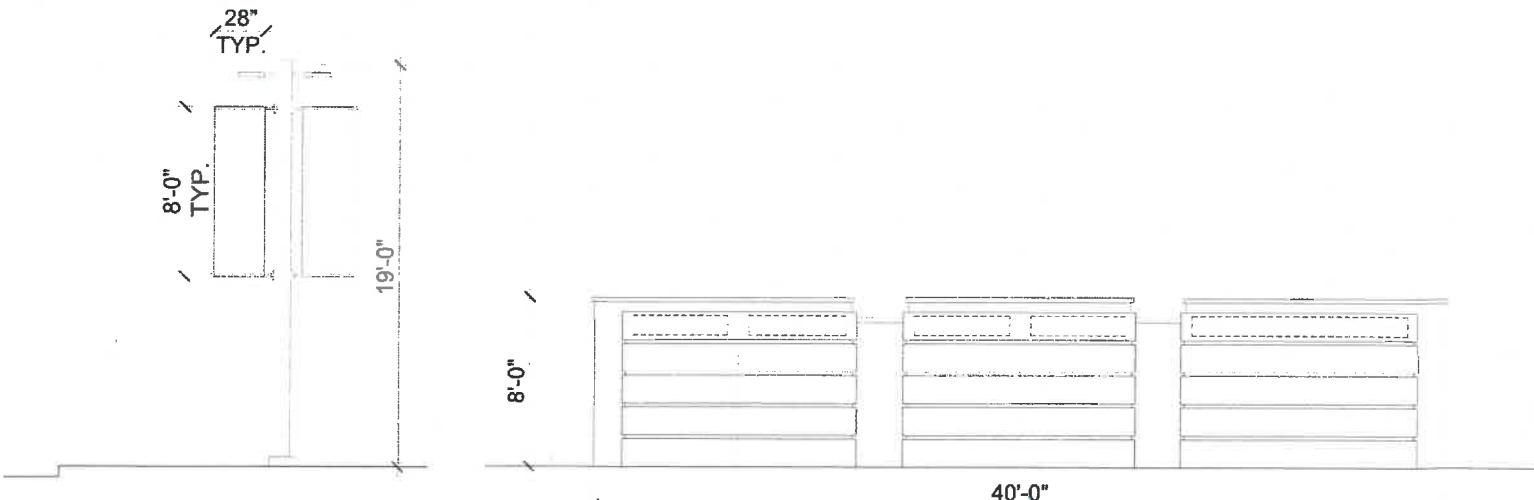


⑤ TYPICAL 20FT +/- TENANT FACADE ELEVATION
SCALE: 1/8" = 1'-0"

⑥ TYPICAL 20FT +/- TENANT FACADE SECTIONs with Awning or Blade Sign
SCALE: 1/8" = 1'-0"

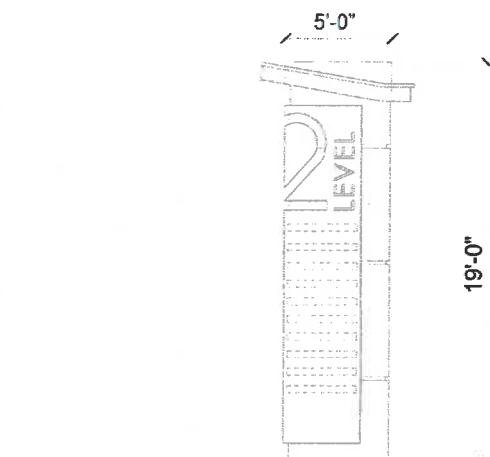


⑦ BLADE SIGN DETAIL
SCALE: 1/4" = 1'-0"

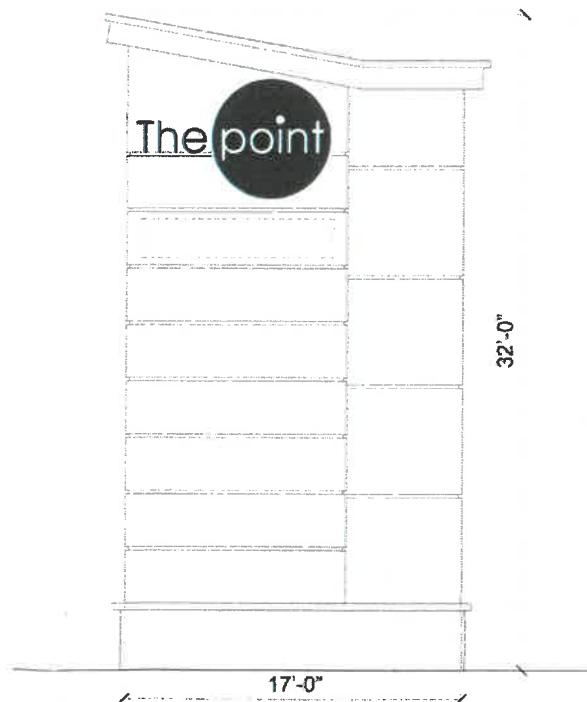


⑧ LIGHT POLE BANNERS
SCALE: 1/4" = 1'-0"

⑨ HORIZONTAL DIRECTORY
SCALE: 1/4" = 1'-0"



⑩ VERTICAL DIRECTORY
SCALE: 1/4" = 1'-0"



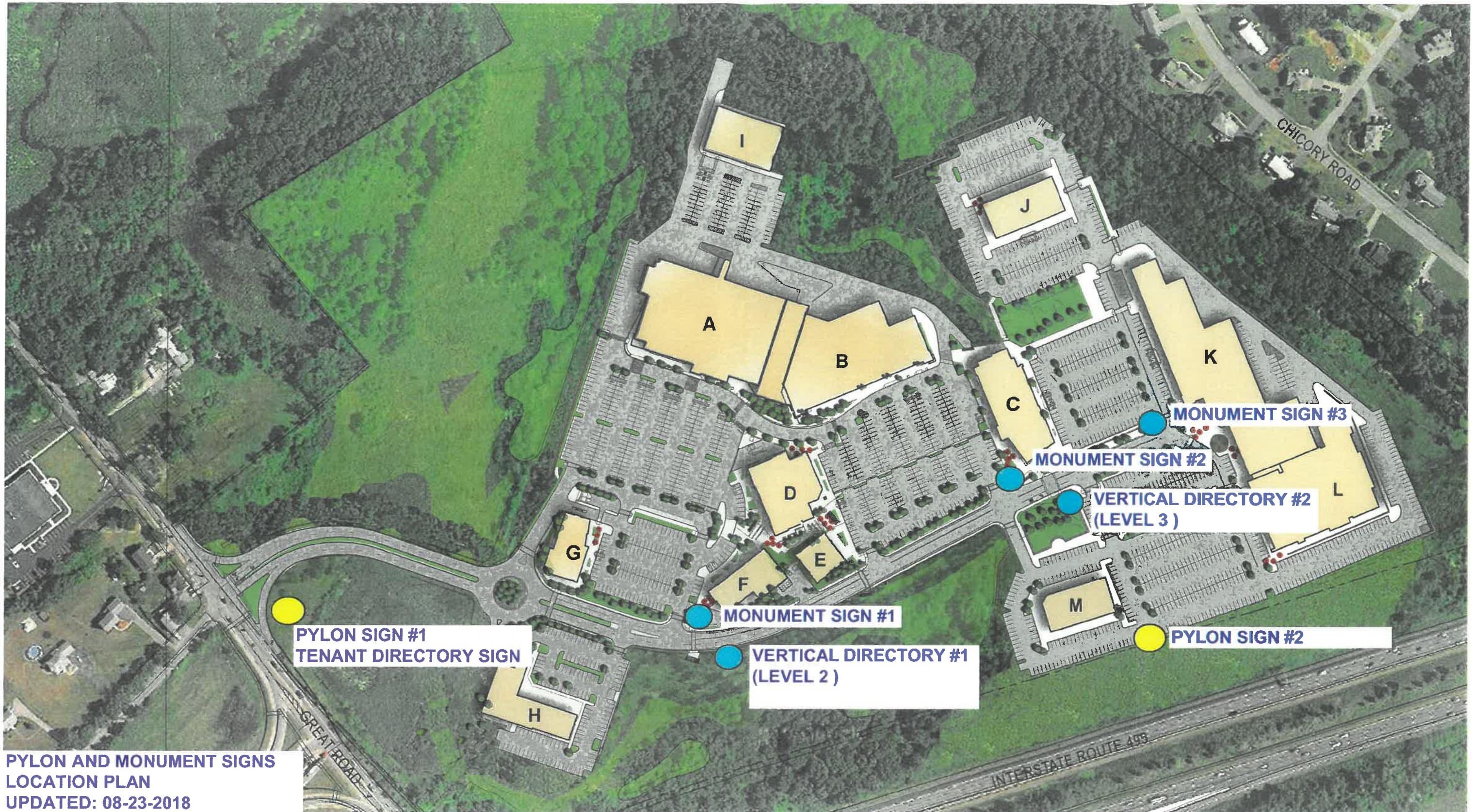
⑪ ENTRY PYLON
SCALE: 1/4" = 1'-0"

THE POINT, LITTLETON, MA

GENERAL NOTES FOR TENANT SIGNS:

MAIN TENANT SIGN - 2SF OF SIGN AREA PER 1 LF OF TENANT FACADE
3SF FOR ALL SIGNS INCLUDING MAIN, BLADE, AND AWNING SIGNS,
NOT TO EXCEED 10% OF TENANT FRONTAGE

TYPICAL SIGNAGE



**PYLON AND MONUMENT SIGNS
LOCATION PLAN
UPDATED: 08-23-2018**

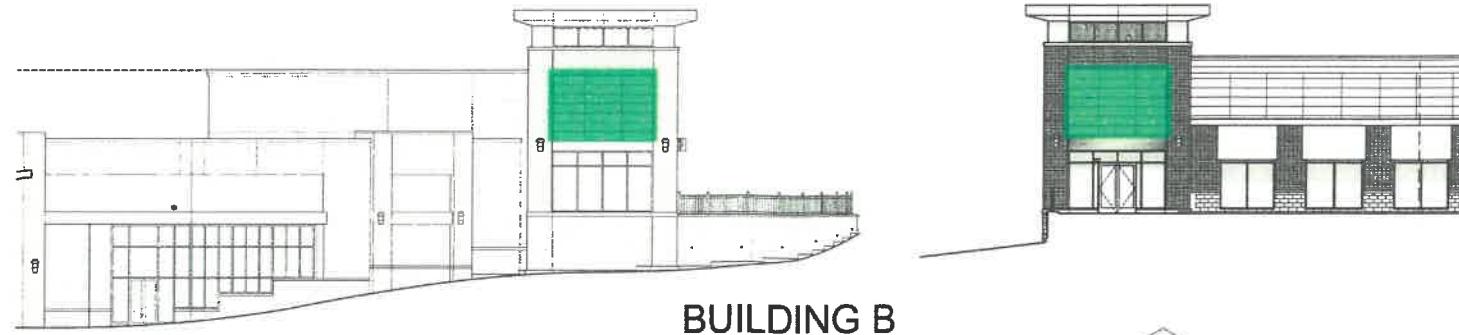
ALLEVATO

Developed by Sam Park & Co.
For retail leasing information, contact Paramount Partners, Deb Meyers at 781.789.7936 • dmeyers@paramountpartners.com
For all other inquiries contact Bruce Harlamert at 617.742.5589 • bharlamert@samparkco.com

Shop. Dine. Connect.

The point

I-495 / Great Road, Littleton, Massachusetts



BUILDING B



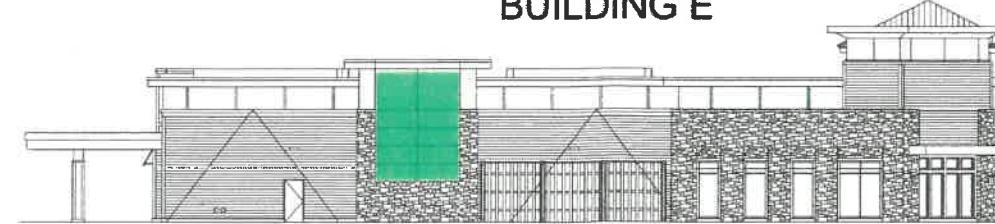
BUILDING C



BUILDING D



BUILDING E



BUILDING G

THE POINT, LITTLETON, MA

PROJECT IDENTITY SIGN LOCATIONS



The point

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REAL DEVELOPMENT SOLUTIONS