

City of Marlborough Public Meeting Posting

RECEIVED
CITY CLERK'S OFFICE
CITY OF MARLBOROUGH

Meeting Name: City Council Urban Affairs Committee

2023 OCT -5 PM 4:14

Date: October 16, 2023

Time: 7:30 PM

Location: City Council Chamber, 2nd Floor, City Hall, 140 Main Street

This meeting will be held in the City Council Chamber. Public attendance is permitted. The meeting will be televised on WMCT-TV (Comcast Channel 8 or Verizon/Fios Channel 34) or you can view the meeting using the link under the Meeting Videos tab on the city's website, home page (www.marlborough-ma.gov).

10-02-2023—Order No.23-1008979: Request for City Council approval of a Master Sign Plan for various internally illuminated wall and freestanding signs for the Green Gold Group Medical and Adult Use Marijuana Facility located at 910 Boston Post Road East within the Wayside Zoning District.

THE LISTING OF TOPICS THAT THE CHAIR REASONABLY ANTICIPATES WILL BE DISCUSSED AT THE MEETING IS NOT INTENDED AS A GUARANTEE OF THE TOPICS THAT WILL HAVE BEEN DISCUSSED. NOT ALL TOPICS LISTED MAY IN FACT BE DISCUSSED, AND OTHER TOPICS NOT LISTED MAY ALSO BE BROUGHT UP FOR DISCUSSION TO THE EXTENT PERMITTED BY LAW.

The public should take due notice that the Marlborough City Council may have a quorum in attendance due to Standing Committees of the City Council consisting of both voting and non-voting members. However, members attending this duly posted meeting are participating and deliberating only in conjunction with the business of the Standing Committee.

Electronic devices, including laptops, cell phones, pagers, and PDAs must be turned off or put in silent mode upon entering the City Council Chamber, and any person violating this rule shall be asked to leave the chamber. Express authorization to utilize such devices may be granted by the President for recordkeeping purposes.



IN CITY COUNCIL

Marlborough, Mass., OCTOBER 2, 2023

ORDERED:

That the Request for Approval of a Master Sign Plan for various internally illuminated wall and free-standing signs for Green Gold Group at 910 Boston Post Road East within the Wayside District, be and is herewith referred to **URBAN AFFAIRS COMMITTEE.**

ADOPTED

ORDER NO. 23-1008979
X 20/23-1008062H



City of Marlborough

BUILDING DEPARTMENT

140 MAIN STREET
MARLBOROUGH, MA 01752
TEL. (508) 460-3776 FACSIMILE (508) 460-3736
BUILDING_DEPT@MARLBOROUGH-MA.GOV

RECEIVED
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CITY OF MARLBOROUGH
2023 SEP 20 PM 4:26

5
TIN HTWAY
BUILDING COMMISSIONER
WILLIAM PAYNTON
ASST. BLDG COMMISSIONER
ROBERT BOURN
PLUMBING & GAS INSPECTOR
JOHN CAIN
WIRING INSPECTOR
ETHAN LIPPITT
BUILDING INSPECTOR
MICHAEL LEEDS
BUILDING INSPECTOR

CITY COUNCIL SIGN APPROVAL FORM

U/A

September 20, 2023

RE: 910 BOSTON POST ROAD EAST
PERMIT #: SP-23-63
ZONING DISTRICT: WAYSIDE (W)

To City Council President and all Councilors,

Included in this form is an applicant seeking from City Council **approval and relief** from the Sign Ordinance as it relates to the signage project at the above listed address. Attached to this form is a copy of the sign design that is proposed. This office offers the following comments:

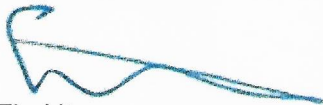
1. Currently existing (2) Wall Signs, one sign is externally illuminated (47 sqft) and the second sign not illuminated (10 sqft). Total area 57 sqft.
2. Currently existing (1) Free-Standing Sign, (61 sqft) on Massachusetts State property. This office does not have the authority to issue a sign permit on State Land.
3. The allowable sign area for Green Gold Corp is **128 sqft** in the Wayside District (W) based upon linear feet of store front per Section 650-37 (I)(b).
4. The allowable wall sign count for the businesses is **2 signs** in the Wayside District (W) per Section 650-37 (I)(b).
5. Green Gold has applied for a sign permit and is seeking relief from the Zoning Code – Wayside District (W) for an additional **3rd sign** (30 sqft).
6. The applicant has applied for a total sign area of **87 sqft** for a total of 3 signs (2 existing and 1 proposed).
7. The applicant has requested for an allowance for bonus area of 10 sqft per §526-9 for large building, but they do not meet either of the requirements for this bonus area because of the following:
 - a. Their business area is not over 20,000 sqft,
 - b. The building does not have frontage on multiple streets.

8. Within the Wayside Zoning District Section 650-37 I. (1) (b) (Zoning Ordinance) allows sign area based upon linear frontage and total two signs.
9. Within the Wayside Zoning District Section 650-37 I. (1) (d) (Zoning Ordinance) allows only internally lit signage.
- 10. The applicant is seeking relief for 650-37 I. (1) (b) (d) in that their business will have more than two wall signs, and two of the three signs all will be internally illuminated.**

This office has received a master sign plan with detailed sign drawings attached for your consideration for approval prior to the issuance of the sign permit(s). Please feel free to contact this office if you have any questions or concerns.

Note: There is no reference to the Wayside District (W) sign requirements in the Sign Ordinance Chapter 526.

Best Regards,



Tin Htway
Building Commissioner

CC File

910 Boston Post Road Suite 100
Green Gold Group Marijuana Retail Establishment
Master Sign Plan



Narrative:

Green Gold Group has recently acquired the cannabis retail license from Local Roots for 910 Boston Post Road, Suite 100. Since taking over the license at the end of April, sales and customer counts have consistently been roughly 60-70% lower than our other location in Charlton, which sees similar traffic counts.

This is making it difficult to operate the store in a sustainable fashion, and has caused us to limit the amount of hiring we can do to employ Marlborough residents until customer counts increase.

We run the same pricing and daily specials as our Charlton store, we advertise both stores equally through the same channels, we see the same amount of cars pass by, and both are at signaled intersections on Route 20. The only variable we can find is visibility.

We have also found from our customers that the frequent complaint is lack of visibility of the store. We are located on a slope down Route 20, with a shared driveway, far down the side of a building and not facing the street.

We have seen multiple customers making unsafe turns or stopping short on Route 20 when they see our limited existing signage. At night, or in inclement weather, it is particularly hard to see the store given its off-street location. The roadside pylon sign is insufficient to create visibility in enough time for these customers. We do not want to create a safety hazard due to lack of notice to customers or those travelling by.

Therefore, we seek relief from the City Council related to our signage. We seek to augment existing externally-illuminated signage over the entry door to a channel-lit sign of the same dimensions, and a non-illuminated wall panel sign to an internally illuminated sign of the same dimensions. We also seek to add a new internally illuminated sign on the corner of the building to aid in visibility.

But for the restrictions related to the Wayside District zoning, the signs otherwise meet Marlborough Sign Code. As was shown in a slideshow to the Urban Affairs Committee, nearly every other business in the Wayside District has internally illuminated signage, often multiple instances of such, including new businesses such as the Starbucks.

While Wayside District zoning also limits the building signage to two such signs, there are multiple instances of three internally illuminated signs on a building within the zone, such as Dunkin Donuts, Nissan, and New England Dental Group.

We are seeking to match these other businesses in the zone and be treated on an equal basis to other businesses with similar signage.

The only sign we do not seek to substantially change is the pylon sign. It will remain externally illuminated with the existing lighting, and the same dimensions. We would only swap the panels from "Local Roots" branding to "Green Gold Group" branding, using the same materials, dimensions, and method of attachment (bolted to the underlying framework).

Please find attached to this narrative additional information setting forth the types, locations and dimensions of proposed signs. We appreciate your consideration.

Specifications:

Wall Sign A, West Façade (over store entry, facing Big Apple Restaurant):

Dimensions: 48"x140"

Area: 46.67 ft²

Attachment: Bolted to façade

Illumination: Front Lit Channel Letters

Wall Sign B, West Façade (New sign, on corner of building, facing Big Apple Restaurant):

Dimensions: 72" x 60"

Area: 30 ft²

Attachment: Bolted to façade

Illumination: Front Lit Lightbox

Total Wall Sign Area A+B: 100 ft² allowed, 76.67 ft² proposed

Bonus-Area Wall Sign, South Façade (facing Route 20)

Dimensions: 20"x72"

Area: 10 ft²

Attachment: Bolted to façade

Illumination: Front Lit Lightbox

Total Bonus-Area Wall Sign Area: 50 ft² allowed, 10 ft² proposed

Freestanding Sign: Adjacent to Route 20, exact replacement of panels on existing freestanding sign

Dimensions: 72.5" x 121.5" x 3/8"

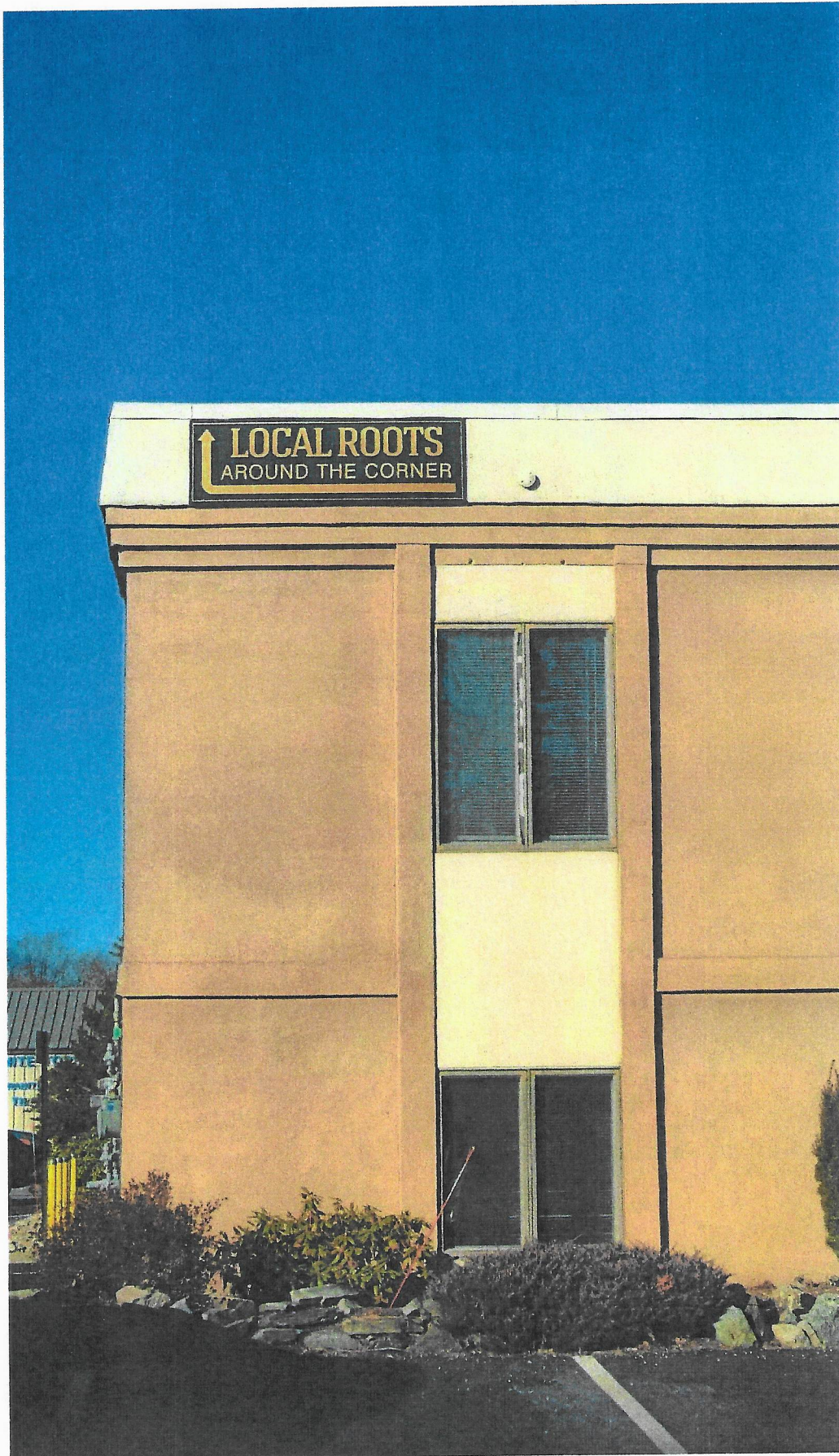
Height: as existing

Area: 61 ft²

Attachment: Bolted to existing freestanding sign frame

Illumination: External floodlight

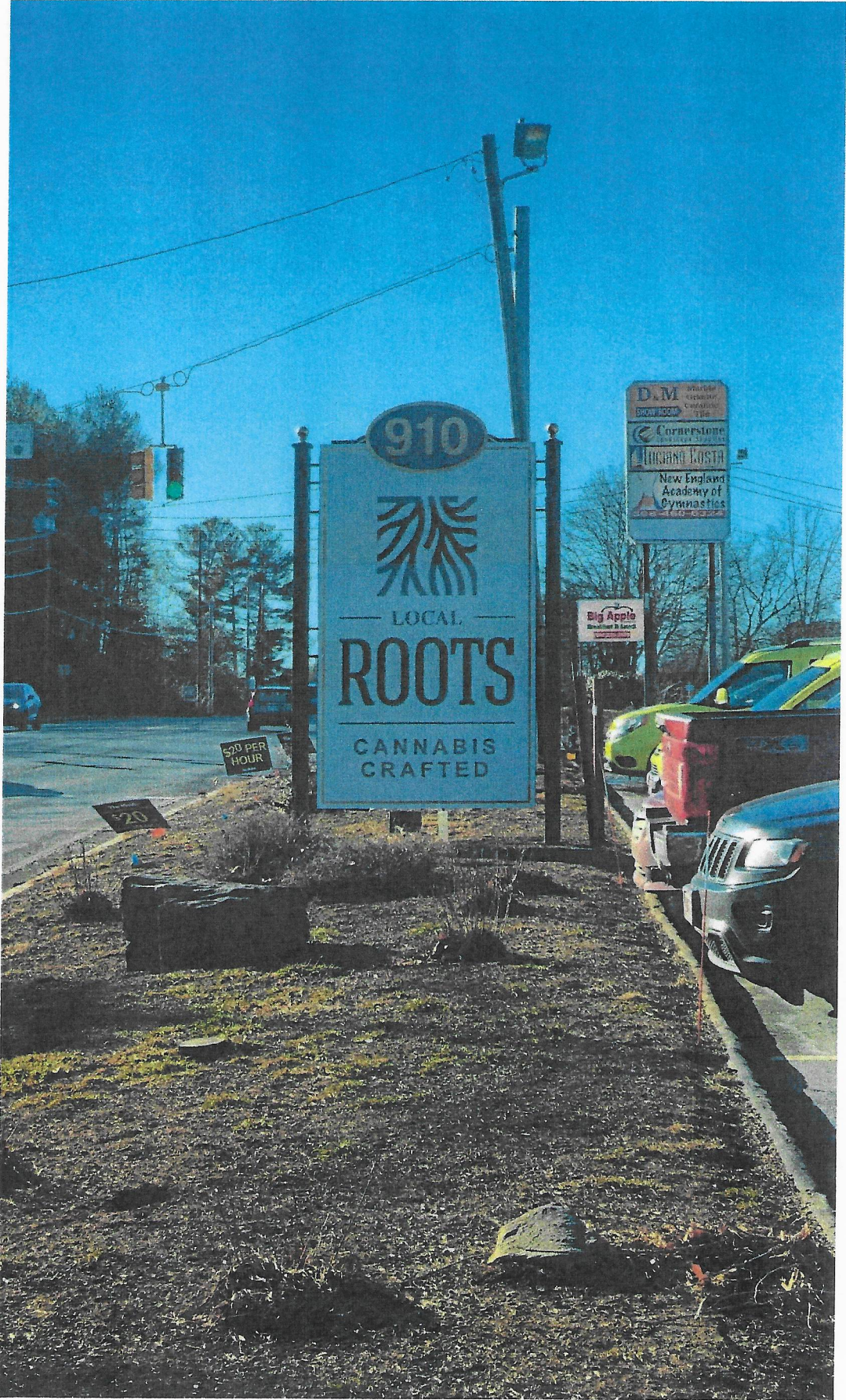
Existing "Bonus Area" wall sign



Existing wall sign

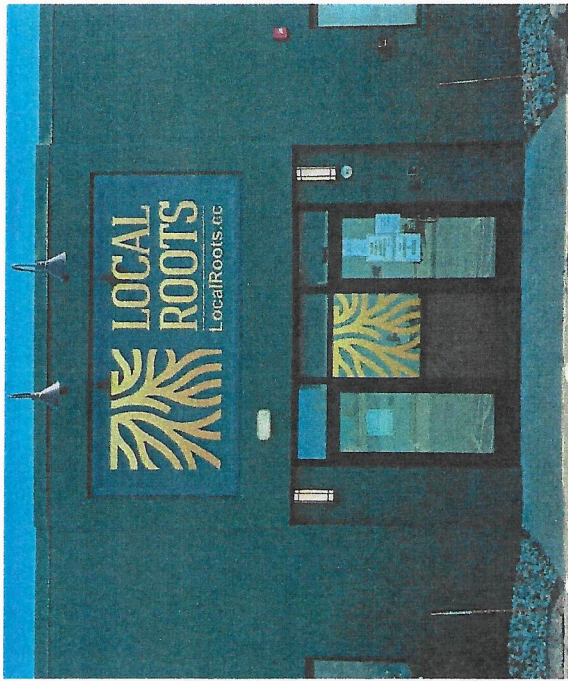


Existing Freestanding Sign

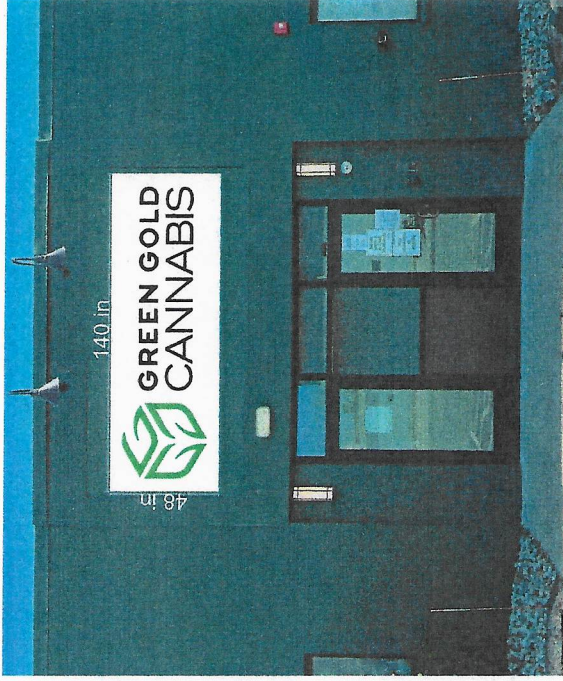


Proposed New Signage

Direct Mount Front Lit Channel Letters
 Mounted to Panface Panel (48"x140")
 Letters covered in 3M--3635-222 Day/Night Perf Vinyl

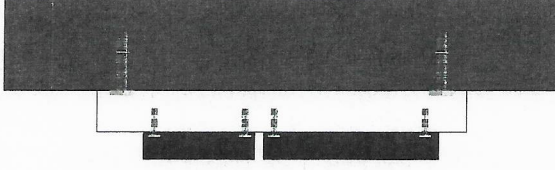


Existing Signage



Proposed Signage

Pan Face Bolted
 Into Building Facade
 Channel Letters Mounted
 To Pan Face



WALPOLE
Signarama

508-660-1231
 signarama-walpole.com

sales@signarama-walpole.com
 458 High Plain St. Intersection Rts 1 & 27
 Walpole, MA 02081



- Proof colors may vary from monitors & actual sign materials.
- A pdf proof is not a correct representation of printer output color.
- Resolution & Color from files provided by customer are the customers responsibility.
- Hard Proofs can be printed to ensure color satisfaction at a cost to be determined.
- Additional design charges may apply if customer does not proceed with all or part of project

PROOF 1	PROOF 2	PROOF 3	PROOF 4	PROOF 5
FREE	FREE	\$20.00	\$25.00	\$30.00

This proof is for conceptual use - actual sizes / colors / proportions may slightly vary.

CLIENT APPROVAL

- Client signature ensures all spellings & specifications for signage are correct.
- All errors are your responsibility once final approval is received.
- Additional charges apply if you wish to make changes once artwork has been printed, fabricated and/or installed.

Customer: Green Gold Corpo

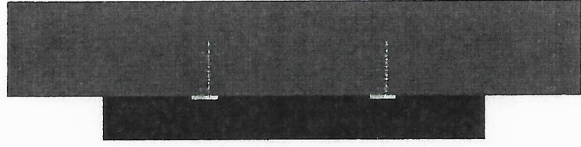
Date: _____

Approved By: _____

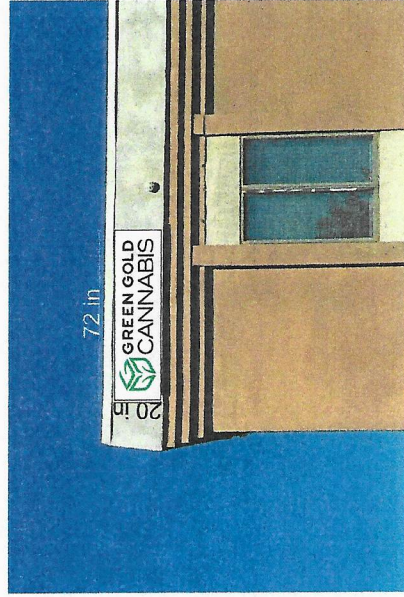
THIS DESIGN IS EXCLUSIVE PROPERTY OF SIGNARAMA WALPOLE. IT MAY NOT BE REPRODUCED, COPIED, EXHIBITED OR UTILIZED FOR ANY PURPOSE, IN PART OR IN WHOLE, WITHOUT WRITTEN CONSENT.

Frontlit Lightbox Sign w/ Vinyl Graphics (20" x 72")

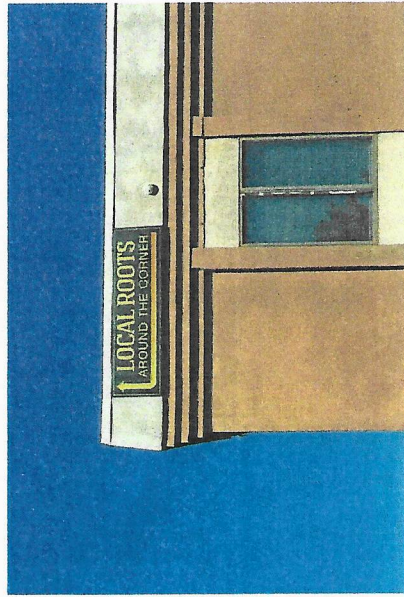
Lightbox Internally Bolted
Into Building Facade



Proposed Signage



Existing Signage



WALPOLE
Signarama

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signarama-walpole.com

sales@signarama-walpole.com
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Walpole, MA 02081



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Customer: Green Gold Corpo

Date:

Approved By:

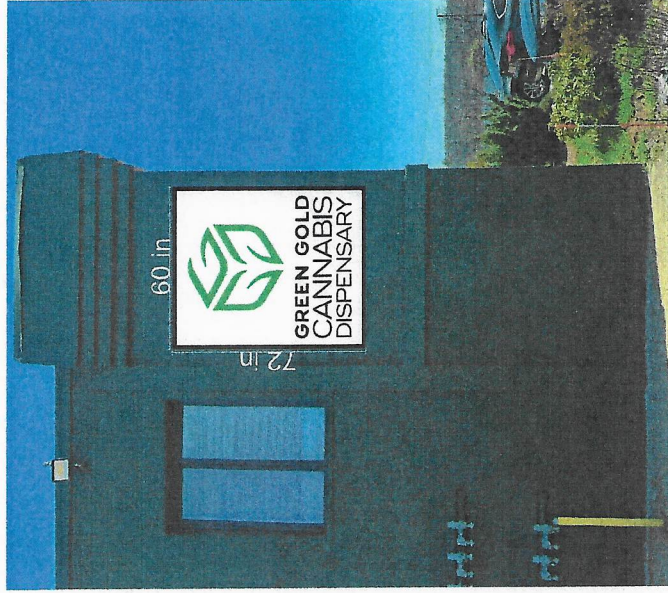
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Frontlit Lightbox Sign w/ Vinyl Graphics (60"x72")

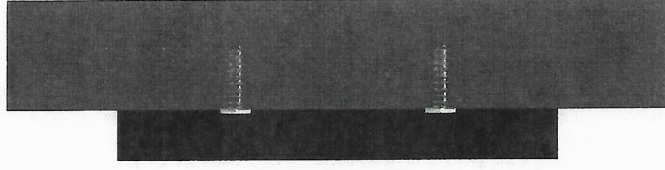
Existing Signage



Proposed Signage



Lightbox Internally Bolted
Into Building Facade



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Customer: Green Gold Corpo

Date: _____

Approved By: _____

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TRANSMISSION ASSOCIATES, INC.
 PROFESSIONAL LAND SURVEYORS
 11 HUN STREET, 10TH FL.
 WILMINGTON, MASSACHUSETTS 01890
 PHONE: 978-653-1100 FAX: 978-653-1102
 MAIL: 978-653-1100

DATE: 08/15/10
 SCALE: 1" = 100' ±
 PROJECT: BOSTON POST ROAD
 SHEET: 1 OF 1

REVISIONS: 1. 08/15/10
 2. 08/15/10
 3. 08/15/10
 4. 08/15/10
 5. 08/15/10

APPROVED BY: [Signature]
 PROJECT MANAGER: [Signature]
 SURVEYOR: [Signature]

REVISIONS: 1. 08/15/10
 2. 08/15/10
 3. 08/15/10
 4. 08/15/10
 5. 08/15/10

LEGEND

EXISTING SIGNAGE
 PROPOSED SIGNAGE
 SIGNAGE TO BE REMOVED
 SIGNAGE TO BE ILLUMINATED
 SIGNAGE TO BE DIMENSIONAL CHANGED
 SIGNAGE TO BE NEW TEXT
 SIGNAGE TO BE NEW ILLUMINATION
 SIGNAGE TO BE NEW SIGN
 SIGNAGE TO BE NEW ILLUMINATION

EXISTING SIGNAGE
 PROPOSED SIGNAGE
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 SIGNAGE TO BE NEW TEXT
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NOTES

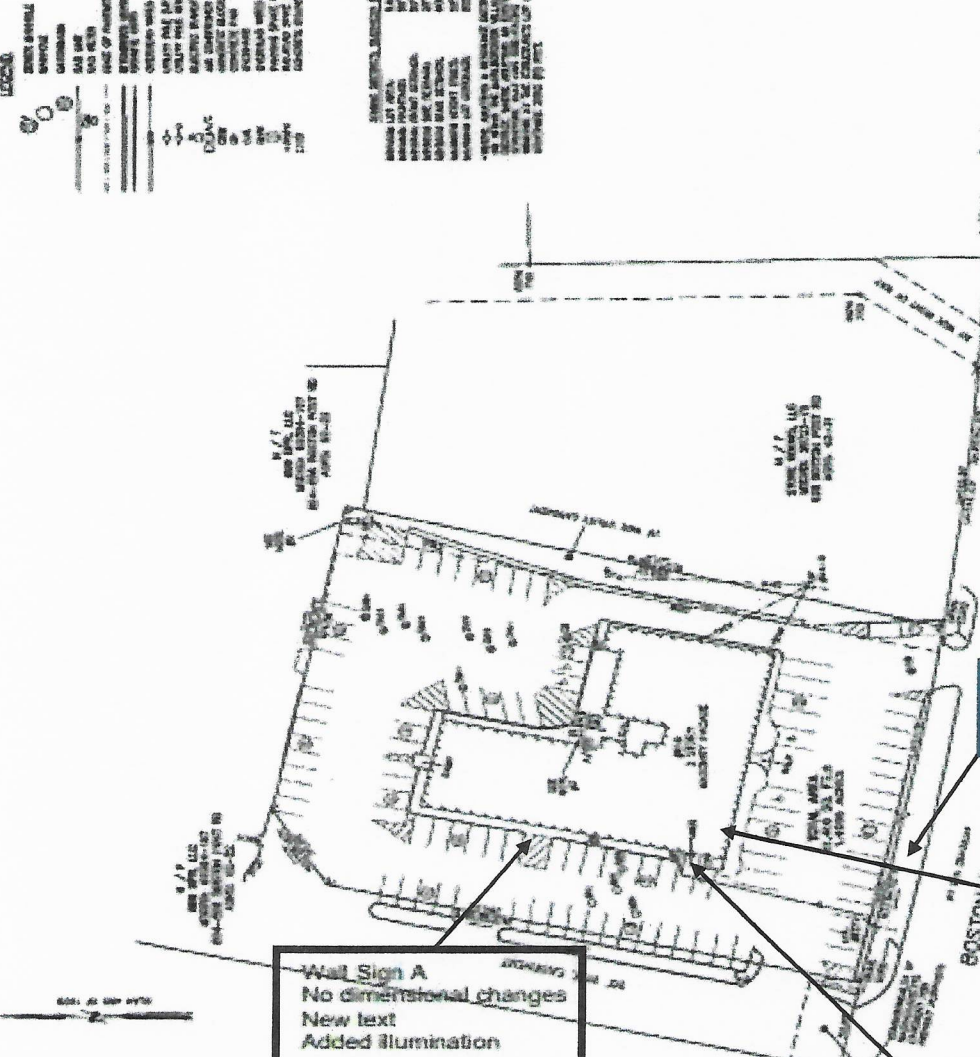
1. ALL SIGNAGE SHALL BE INSTALLED IN ACCORDANCE WITH THE MASSACHUSETTS SIGNAGE REGULATIONS, 801 CMR 1.00.

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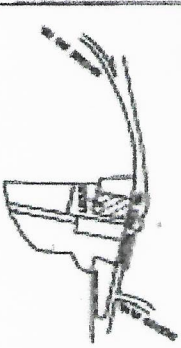


Wall Sign A
 No dimensional changes
 New text
 Added illumination

Freestanding Sign
 No dimensional changes
 New text

Bonus Area sign
 No dimensional changes
 New text
 Added illumination

Wall Sign B
 New sign
 Illuminated



NOTES

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5. ALL SIGNAGE SHALL BE INSTALLED IN ACCORDANCE WITH THE MASSACHUSETTS SIGNAGE REGULATIONS, 801 CMR 1.00.



[Signature]
 SURVEYOR

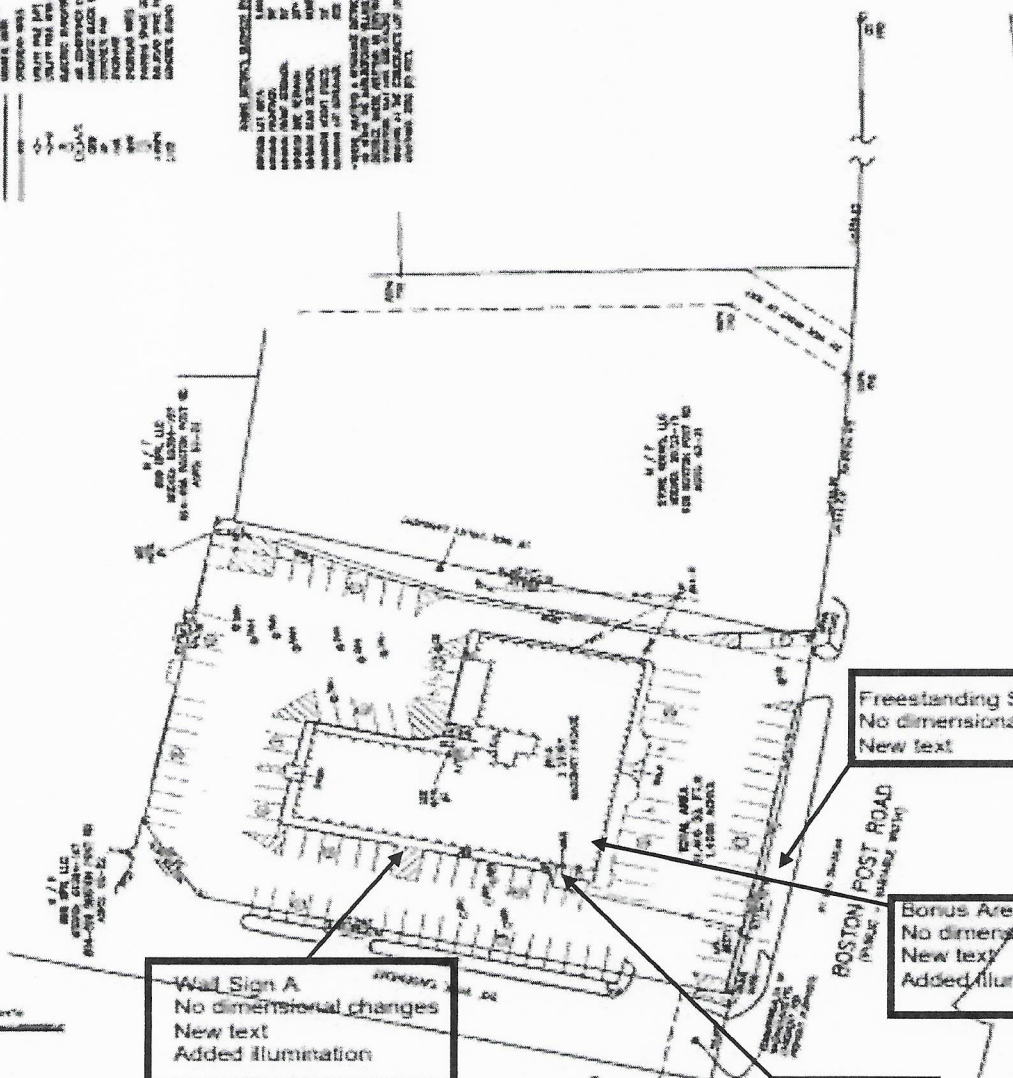
- LEGEND**
- EXISTING SIGNAGE
 - PROPOSED SIGNAGE
 - EXISTING DRIVEWAYS
 - PROPOSED DRIVEWAYS
 - EXISTING SIDEWALKS
 - PROPOSED SIDEWALKS
 - EXISTING CURBS
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 - PROPOSED CURBS

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2. ALL SIGNAGE SHALL BE MAINTAINED IN GOOD REPAIR AT ALL TIMES.
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TRANSFORMATION ASSOCIATES, INC.
 PROFESSIONAL LAND SURVEYOR
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 TEL: 617-552-1111 FAX: 617-552-1112

KEYSTONE DEVELOPMENT CORP.
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 TEL: 617-552-1111 FAX: 617-552-1112

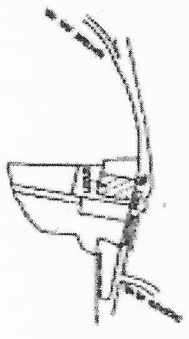


Wall Sign A
 No dimensional changes
 New text
 Added illumination

Freestanding Sign
 No dimensional changes
 New text

Bonus Area sign
 No dimensional changes
 New text
 Added illumination

Wall Sign B
 New sign
 Illuminated



NOTES

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Signature
 Date: _____