

Staff Report

Devens
Enterprise
Commission

Date: 7/10/23
To: Devens Enterprise Commission
Cc:
From: Neil Angus, Environmental Planner
RE: **Watson Marlow Building-Mounted Sign Waiver Request**

Applicant: Barlo Signs
Owner: Scannell Properties (building owner) Watson Marlow (lessee)
Address: 16 Bulge Road (Parcel ID #016.0-0018-0200.0)
Zoning: Innovation and Technology Business District

Request:

The applicant is proposing to install a 268.73 square-foot building mounted sign on the front (south) façade above the main entrance on their new building located at 16 Bulge Road. Normally sign permit applications are processed administratively, however in this case, the applicant is proposing signage that is not in compliance with the DEC Rules and Regulations and therefore requires a waiver – which is a Level Two Unified Permit application process.

974 CMR 6.03(5)d. - Type 4 Building-Mounted Signs allows for a single building-mounted sign up to 100 square feet in size. The applicant's proposed sign exceeds the maximum size by almost 168%. 974 CMR 6.03(1)d. authorizes the DEC to increase the maximum allowable size of signs by up to 50% if the DEC determines there are exceptional site conditions such as topography, location of existing preserved vegetation, or lot configuration that necessitate a larger sign.

The applicant is requesting this sign size and waiver due to the size and scale of the building. They claim that "...a smaller sign diminishes viewership to the public, is not to scale with the building, and actually reflects poorly on the building's design." As part of the application, the Applicant provided three (3) different proposed renderings of the sign (see attached):

1. The proposed 268.73 sq.ft. sign
2. A 100 sq.ft. sign (complaint)
3. A 150 sq.ft. sign (complaint if exceptional site conditions exist)

Staff reviewed the three proposed signs and agreed with the applicant that the 100 sq.ft. size was too small given the scale of the building and the set back from Bulge Road, however, the 268.73 size is well in excess of the allowable size and the discretionary 50% additional size that the regulations allow the Commission or staff to grant. The proposed rendering for the 150 sq.ft. sign would be compliant if the DEC made a finding that exceptional site conditions exist. The size of the building and setback from Bulge Road could be considered "exceptional site conditions" unique to this parcel and development.

The proposed sign will not have an illuminated background. Only the letters and the line under the sign will be illuminated. 974 CMR 4.04(3)(i) requires all site lighting to be less than 30 footlamberts. No

blinking, flashing or light level fluctuations are proposed or permitted. DEC Regulations require sign lighting to be minimized to the maximum extent practicable and turned off overnight when not in use.

Almost every project that comes into Devens initially requests a larger sign or more signage than is allowed. The DEC sign regulations were thoughtfully crafted to provide sufficient wayfinding space for businesses to advertise, without creating too much visual clutter. Allowing a sign of this size that exceeds the allowable and discretionary size by so much could set a dangerous precedent for future sign applications and create a nuisance for the adjacent property. The DEC has consistently applied the sign regulations to all businesses in Devens.

Process:

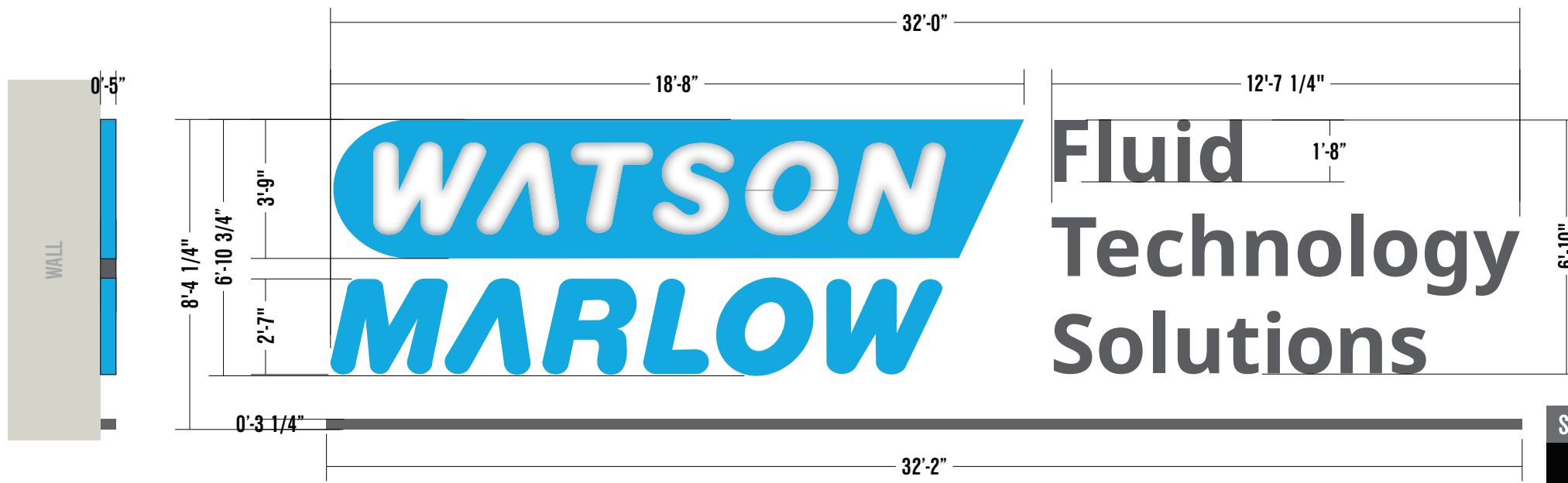
Barlo International, on behalf of Scannell Properties and Watson Marlow, submitted the Unified Permit Application on May 25, 2023. Copies of the application were received by the surrounding Towns on June 5, 2023. Legal notices were placed in Nashoba Publications on June 8 and 15, 2023. All abutting property owners were duly notified by certified mail. The 30-day Town comment period expired on July 4, 2023. No comments were received.

Recommended Action:

Based on the proposed submittal, there are two potential options for the Commission:

1. If the DEC is in agreement that the 150 sq.ft. sign size is appropriate, the Applicant could modify their request to a 150 sq.ft. building-mounted sign and the DEC could make a finding that the size of the building and setback from Bulge Road are considered "exceptional site conditions" unique to this parcel and development. With this finding, DEC Staff could then issue the sign permit administratively under 974 CMR 6.03(1)d.
2. If the Applicant maintains their request for the 268.763 sq.ft. sign, Staff would recommend the DEC deny this application due to the size being in excess of the 50% additional sign area allowed under 974 CMR 6.03(1)d.

NJA



BARLO
INTERNATIONAL
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PROPOSED ITEMS ARE INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF ALL ELECTRICAL ITEMS. ELECTRICAL ITEMS WILL BARE UL LABELS.

PROJECT APPROVAL

Client:	Date:
Design:	Date:
Sales:	Date:
Updating:	Date:
Production:	Date:



SCOPE OF WORK

MANUFACTURE & INSTALL (1) SET OF 5" DEEP LED TRIMLESS FACE-LIT CHANNEL LETTERS WITH "WATSON" PORTION TO BE ONE CL WITH ROUTED COPY ALL THE WAY THROUGH. EXTRA SUPPORT PIECES WILL BE REQUIRED FOR "O." ALL ARE MOUNTED FLUSH TO BUILDING WITH REMOTE POWER SUPPLIES.

TOTAL SQUARE FEET: 268.73 SQ FT (32'-2" X 8'-4 1/4")

MFG. SPECIFICATIONS - FACE-LIT CHANNEL LETTERS

"WARSON" / MARLOW	"FLUID TECHNOLOGY SOLUTIONS" & LINE
FACE: 3/16" 7328 WHITE ACRYLIC	FACE: 3/16" 7328 WHITE ACRYLIC
VINYL: DIGITALLY PRINTED	VINYL: 3635-91 DAY/NIGHT VINYL
TRIM: N/A - TRIMLESS	TRIM: N/A - TRIM;ESS
RETURNS: PTM PMS PROCESS CYAN (5")	RETURNS: PTM PMS 446C
RACEWAY: N/A	RACEWAY: N/A
ILLUMINATION: WHITE LED	ILLUMINATION: WHITE LED

COLOR SCHEDULE - CLIENT TO VERIFY

- DIGITALLY PRINTED PMS PROCESS CYAN / PTM (RETURNS)
- 3635-91 DAY/NIGHT VINYL | PTM PMS 446C (RETURNS)



SCALE: 1/16"=1'-0"

WATSON MARLOW
16 BULGE ROAD
DEVENS, MA
12/9/22
DESIGNER: LP
SALES REP: HARN
PM: TBD

ITEM A

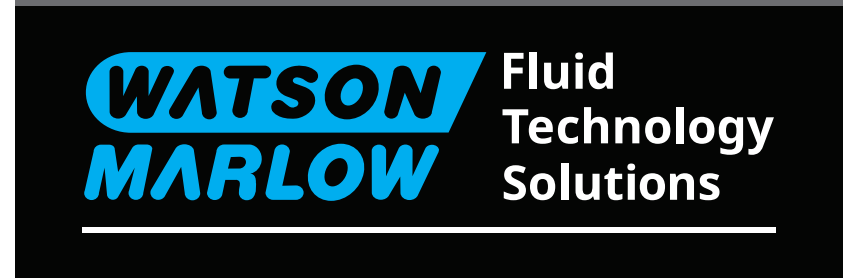
SHEET 2.0



PROJECT APPROVAL

Client:	Date:
Design:	Date:
Sales:	Date:
Updating:	Date:
Production:	Date:

SIMULATED NIGHT VIEW



SCOPE OF WORK

MANUFACTURE & INSTALL (1) SET OF 5" DEEP LED TRIMLESS FACE-LIT CHANNEL LETTERS WITH "WATSON" PORTION TO BE ONE CL WITH ROUTED COPY ALL THE WAY THROUGH. EXTRA SUPPORT PIECES WILL BE REQUIRED FOR "O." ALL ARE MOUNTED FLUSH TO BUILDING WITH REMOTE POWER SUPPLIES.

TOTAL SQUARE FEET: 149.76 SQ FT (24'-0 1/2" X 6'-2 3/4")

MFG. SPECIFICATIONS - FACE-LIT CHANNEL LETTERS

"WARSON" / MARLOW
 FACE: 3/16" 7328 WHITE ACRYLIC
 VINYL: DIGITALLY PRINTED
 TRIM: N/A - TRIMLESS
 RETURNS: PTM PMS PROCESS CYAN (5")
 RACEWAY: N/A

"FLUID TECHNOLOGY SOLUTIONS" & LINE
 FACE: 3/16" 7328 WHITE ACRYLIC
 VINYL: 3635-91 DAY/NIGHT VINYL
 TRIM: N/A - TRIM;ESS
 RETURNS: PTM PMS 446C
 RACEWAY: N/A

ILLUMINATION: WHITE LED

ILLUMINATION: WHITE LED

COLOR SCHEDULE - CLIENT TO VERIFY

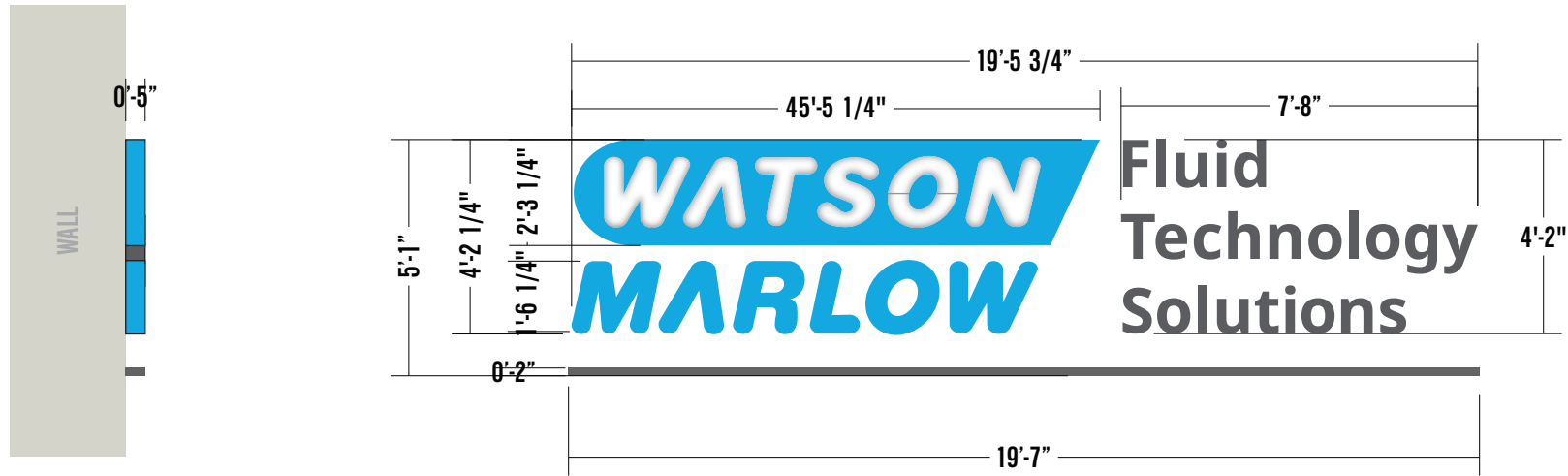
- DIGITALLY PRINTED PMS PROCESS CYAN / PTM (RETURNS)
- 3635-91 DAY/NIGHT VINYL | PTM PMS 446C (RETURNS)



SCALE: 1/16"=1'-0"

WATSON MARLOW
 16 BULGE ROAD
 DEVENS, MA
 12/9/22
 DESIGNER: LP
 SALES REP: HARN
 PW: TBD

ITEM A
SHEET 2.1



PROJECT APPROVAL

Client:	Date:
Design:	Date:
Sales:	Date:
Updating:	Date:
Production:	Date:

SIMULATED NIGHT VIEW



SCOPE OF WORK

MANUFACTURE & INSTALL (1) SET OF 5" DEEP LED TRIMLESS FACE-LIT CHANNEL LETTERS WITH "WATSON" PORTION TO BE ONE CL WITH ROUTED COPY ALL THE WAY THROUGH. EXTRA SUPPORT PIECES WILL BE REQUIRED FOR "O." ALL ARE MOUNTED FLUSH TO BUILDING WITH REMOTE POWER SUPPLIES.

TOTAL SQUARE FEET: 99.55 SQ FT (19'-7" X 5'-1")

MFG. SPECIFICATIONS - FACE-LIT CHANNEL LETTERS

"WARSON" / MARLOW
FACE: 3/16" 7328 WHITE ACRYLIC
VINYL: DIGITALLY PRINTED
TRIM: N/A - TRIMLESS
RETURNS: PTM PMS PROCESS CYAN (5")
RACEWAY: N/A

"FLUID TECHNOLOGY SOLUTIONS" & LINE
FACE: 3/16" 7328 WHITE ACRYLIC
VINYL: 3635-91 DAY/NIGHT VINYL
TRIM: N/A - TRIMLESS
RETURNS: PTM PMS 446C
RACEWAY: N/A

ILLUMINATION: WHITE LED

ILLUMINATION: WHITE LED

COLOR SCHEDULE - CLIENT TO VERIFY

- DIGITALLY PRINTED PMS PROCESS CYAN / PTM (RETURNS)
- 3635-91 DAY/NIGHT VINYL | PTM PMS 446C (RETURNS)



WATSON MARLOW
16 BULGE ROAD
DEVENS, MA
DESIGNER: LP
SALES REP: HARN
PW: TBD
12/9/22

ITEM A

SHEET 2.2

OPTION 1



268.73 SQ FT



OPTION 2



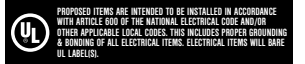
149.76 SQ FT



OPTION 3



99.55 SQ FT



PROJECT APPROVAL

Client:	Date:
Design:	Date:
Sales:	Date:
Updating:	Date:
Production:	Date:

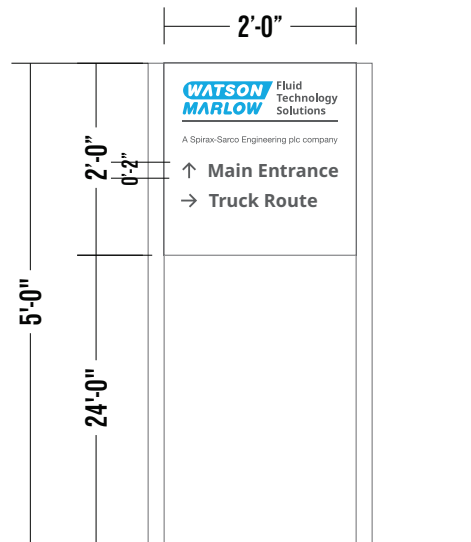
WATSON MARLOW
 16 BULGE ROAD
 DEVENS, MA

DESIGNER: LP
 SALES REP: HARN
 PM: TBD

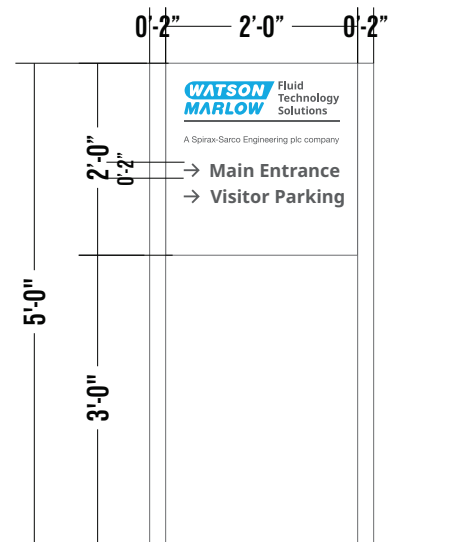
12/9/22

ITEM A

SHEET 2.3



SIGN 1



SIGN 2



SCOPE OF WORK
 MANUFACTURE & INSTALL (2) S/F NON-ILLUMINATED DIRECTIONAL SIGNS. SIGNS WILL BE DOUBLE POSTS WITH PAN SIGN MOUNTED BETWEEN AND DIGITALLY PRINTED GRAPHICS APPLIED TO THE FACES.

- TOTAL SQUARE FEET: 4.00 SQ FT EACH**
- COLOR SCHEDULE - CLIENT TO VERIFY**
- DIGITALLY PRINTED PMS PROCESS CYAN
 - DIGITALLY PRINTED PMS 446C
 - S/G WHITE

BARLO

INTERNATIONAL

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WATSON MARLOW

16 BULGE ROAD
 DEVENS, MA

DESIGNER: LP
 SALES REP: HARN
 PW: TBD

12/9/22

ITEM B

SHEET 3.0