

**Hollis Historic District Commission
Minutes of the June 7, 2018 Meeting**

Call to Order

T. Cook called the meeting of the Hollis Historic District to order at 7:00 p.m.

The following were present: Tom Cook, Chairman; Jessica Waters, Vice Chairman; Peter Jones and Michael Bates, Regular Members and Frank Cadwell, Selectmen's Representative.

HDC2018-013

The application of Back Bay Sign, to permit the installation of an additional 5.8 square foot building sign for Bank of America ATM and the modification of an existing sign, property owned by Phoenix Lane, Map 052, Lot 031.

Jason Parillo, Back Bay Sign, present case HDC2018-013 on behalf of Bank of America. The reason for the additional signage is that Bank of America will be installing an ATM machine inside Harvest Market. The front marquee sign will be redesigned to include Bank of American ATM (see file). The redesign will be using the same colors as the existing sign. The lettering will be white ½ PVC with a read background. The Zoning Board of Adjustment (ZBA) had approved the signage however, the ZBA recommended that the rear sign (street view) be placed at the back (parking lot side). The additional sign will be 5.8 square feet made of wood and colors will be red, white and blue.

J. Waters stated the red color on the marquee sign shown seems brighter than the original Harvest Market sign. J. Parillo replied the same color red will be used however, the red on the Harvest Market sign has faded some. We do have the original specification for the red color that we received from Harvest Market.

F. Cadwell stated the original marque sign was approved the entire sign was colonial blue with white letter and the top portion of the sign said Hollis Village Market Place. In 2006 when the Harvest Market moved into the building the Historic District Commission (HDC) gave approval to Harvest Market to install their sign at the top location and change the color. The one consideration that was imposed is that the colors stayed muted. F. Cadwell agreed with J. Waters the proposed sign and the depiction of the colors does not match the current colors of the existing sign. Furthermore, the supplied color seems to be fluorescent and fluorescent colors are prohibited under section XIV.p.2. J. Parillo stated assuring the HDC members that the colors would be the same as the current sign. M. Bates asked if Bank of America signed off on the proposed colors since their corporate colors are bright red, white and blue. J. Parillo replied yes the original application sent to the Zoning Board of Adjustment showed the corporate colors. Bank of America modified the colors because we thought the corporate colors would not receive HDC approval.

J. Waters asked if the sign could be modified to extend down into the blue area below the Harvest Market sign to add the additional Bank of America information. F. Cadwell stated although the suggestion is good, the blue area below is assigned to the other anchor store. The applicate would have to receive approval from the land lord. D. Setaro stated the land lord was notified because the original plan showed Bank of America in the blue area below and they would not give approval for that location. P. Jones stated his concern if the sign is approved that other tenants within the Market Place could potential request additional signage that would advertise something service or products they have within their store. T. Cook stated the master sign plan contains no provision for tenant sub-lets of signage allowance. D. Setaro stated a letter was presented to the ZBA and is within the HDC packet. The Building Inspector has research the master sign plan and found there is no such provision allowing co-tenant sign space. M. Bates and T. Cook agreed.

J. Parillo stated if another request was submitted the applicant would be required to obtain ZBA approval and HDC approval prior to the installation of any additional signage. F. Cadwell asked if J. Parillo needed to obtain ZBA approval for the modification to the marquee sign. J. Parillo replied both signs were part of the application because we were modifying the master sign plan. D. Setaro stated for clarification the ZBA approved the variance for the additional 5.8 square foot sign being attached to the building. The applicant was not required to obtain approval for the marquee sign since there was no sign size increase. The only thing changing was the design which is the HDC prevue.

F. Cadwell stated if the sign was approved his biggest concern was that each induvial tenant location on the marquee sign could request additional signage which would mean the marquee sign could have 30 different tenants. F. Cadwell appreciated P. Jones for mentioned this concern. J. Parillo asked was it the concern of the HDC that the individual blue sections of the marquee sign could be broken up. T. Cook replied yes and that there is no provision for subletting signage allowances. M. Bates stated if approved he feels that a precedence would be set. J. Parillo stated Bank of America will not put an ATM into the Harvest Market if the signage is not approved. M. Bates stated with all due respect, Bank of America has had a presents in Hollis for many years and they make money from the ATM. The statement made that the ATM would not be installed may be just what they are saying to get the signage approved.

F. Cadwell asked T. Cook if he would like to vote and each individual sign or vote on the application as a whole. T. Cook replied the application should be voted on as a whole. The HDC members agreed.

J. Parillo asked does the approved master sign plan say signage allowance can to be sub-let? F. Cadwell replied no however, the plan contains no provision for sub-lets of signage allowance. The zoning ordinance is very clear if something is omitted does not mean it's permitted. J. Parillo asked would it make a difference in deciding the case since the Harvest Market is an anchor store. F. Cadwell replied Harvest Market has already been treated different than any other tenant. Harvest Market has already received 3 approvals which the other tenants would not have received.

M. Bates asked would the ATM be located in the building. J. Parillo replied yes. M. Bates asked would the sign be lite. J. Parillo replied no and stated that the original location for the sign was facing the road. The sign was moved to the parking lot side to reduce sign clutter facing the street. M. Bates stated the proposed sign seems to be large for an ATM. J. Parillo replied the letters are roughly 4 7/8 inches high, if you go much smaller the sign would be would not be legible. P. Jones asked would the sign be the corporate Bank of America colors. J. Parillo replied yes. T. Cook stated in his opinion the proposed sign does not harmonize with the façade of the building or the existing sign. F. Cadwell stated three sign per unit is not allowed however, the ZBA granted the variance. The HDC is allowed to rule on aesthetics, placement and color. Even with our limited concerns three signs per unit is not aesthetically appropriate for the Market Place. There have been some many other tenants which wanted a third sign and they all have been denied. In addition, F. Cadwell agreed the colors do not harmonize with the façade of the building. Furthermore, the size shall conform in design, height and proportion with signs on adjacent storefront, within the same building. This sign does not in F. Cadwell's opinion. J. Parillo asked for an idea on what the HDC may approve. F. Cadwell replied the HDC may approve a re-design of the Harvest Market entrance sign to include Bank of America knowing that the HDC approved the colors and the third sign concern would no longer be there.

F. Cadwell stated while reviewing the ZBA decision one of the findings of fact noted *"The proposed sign is directional in nature and reasonable."* The zoning definition for directional signs is in part *"..Directional signs may be located adjacent to driveways. Examples: "In", "Out", "Entrance", "Exit" and "Parking."* Directional signs are not for advertising. The intent of section XIV:B is not to have an additional sign with advertising copy. The signs are to help people get around places like the Market Place. The second finding the ZBA found was *"the board finds that the installation of an ATM machine is common practice in a supermarket, and the sign for the ATM is reasonably..."* The HDC has never had

a case which was not a reasonably request in some way. The HDC is charged with interpreting the ordinance. Therefore, the HDC may want to consider appealing the ZBA decision.

T. Cook asked if the decision was appealed to the ZBA would the applicant have the right to return to the ZBA. F. Cadwell stated the HDC would appeal the decision back to the ZBA and if the ZBA grants the appeal. The applicant could appeal the case back to the ZBA. The process is time consuming however, as mentioned the HDC is charged with the interpretation of the ordinance.

F. Cadwell asked the HDC members if they were in favor of the application. No member were in favor of the application.

F. Cadwell moved to deny the application as submitted with the following findings of fact;

- 1. Three signs per unit is not aesthetically appropriate for the Market Place.*
- 2. The colors do not harmonize with the façade of the building.*
- 3. The proposed sign does not coordinate in design, height or portion with the signs on adjacent store fronts within the same building.*

T. Cook seconded.

The motion was carried unanimously.

HDC2018-014

The application of Tracy Guichard, property owner, to install a picket fence, located at 38 Main Street, Map 50, Lot 028.

T. Guichard explained the proposal as being the installation of a 3 foot high white picket fence 6 foot away from your property line and will run along the road approximately 60 feet and approximately 16 feet down both sides of her property. The fence will be pressure treated and will be painted white as soon as possible. The fence style will match exactly to the fence installed at 33 Main Street. The HDC members felt the fence was in-keeping with the area and would be a nice addition to the streetscape in the area.

F. Cadwell moved to approve the application as submitted.

J. Waters seconded.

The motion was carried unanimously.

Other Business

T. Cook nominated M. Bates as the ex officio member to the Heritage Commission.

P. Jones seconded.

The motion was carried unanimously.

F. Cadwell asked if the HDC members wanted to consider appealing the ZBA decision for the Bank of America Signs. M. Bates stated he is in favor of the appeal. F. Cadwell asked if the applicant can appeal our appeal back to the ZBA. D. Setaro stated yes however, they could submitted a revised design for the back sign. F. Cadwell stated if they split up the back sign to include both names that would be more appealing. T. Cook asked F. Cadwell would he be in favor of the back sign being split into two, the same problem with sub-letting signage allowance would still be present. F. Cadwell stated since the application was denied, the issue of sub-letting signage space was not completely addressed. The HDC might want to have a future conversation on sub-letting signage. T. Cook asked if the units could be split up. D. Setaro replied they could however, it would require additional approvals. The HDC decided not to appeal the decision since the HDC denied the application.

F. Cadwell stated since the HDC has a full board would the members like to review a section of the guidelines and regulations at the end of each meeting. The guidelines and regulations have not been revised for some time. The HDC members agreed.

Approval of Minutes

T. Cook move to approve the HDC minutes of May 3, 2018 as written.

P. Jones seconded.

Motion unanimously approved with J. Waters and F. Cadwell abstaining.

Adjournment

T. Cook moved and M. Bates seconded to adjourn.

The motion carried unanimously.

The meeting was adjourned at 8:00 pm.

Respectfully submitted,

Donna Lee Setaro, Building and Land Use Coordinator