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**MINUTES OF THE MEETING OF THE BOARD OF APPEALS
BURLINGTON, MA
March 15, 2022**

Chairman Michael Murray, Jr. called the meeting of the Burlington Board of Appeals to order at 7:30 p.m. The meeting was held in the Main Town Hall Meeting Room, 2nd Floor, 29 Center Street, Burlington and on Webex.

Present: Chairman: Vice Chairman: Charles Viveiros, Mark Burke, John Sullivan, Joe Currier, Jeremy Harrington and Jeffrey DiBona

Absent: Michael Murray Jr.,

**New Hearing
2022-3**

The petition of Joss & Main for property located at 75 Middlesex Turnpike, Unit #1400 (Burlington Mall), as shown on the Burlington Assessor's records as Map and Parcel # 46-24-0 and 52-2-0 and Middlesex South Registry of Deeds Book-Page # 1524-35 and 993-41, to install two (2) Wall Signs as follows:

Sign "A" – Wall Sign to be located above the storefront suspended on a raceway at the first-floor level.

The proposed sign is 1'-6" in height and 11'-1" in length and reads "Joss & Main". The proposed sign is in compliance with the Burlington Zoning Bylaws, Sections "13.1.3.2.1. One wall sign shall be permitted for each business side of a building and direct entrance into a store", "13.1.3.2.3 A wall sign shall be four feet or less in height" and "13.1.3.2.4 at the first-floor level a sign may extend across the full width of the wall. At other than the first-floor level, a sign shall be six (6) feet or less in length."

Sign "B" – Wall Sign to be located on the front façade of the tenant space at the first-floor level. The proposed sign is 2'-6" in height and 18'-5 ¾ in length and reads "Joss & Main". The proposed sign is in compliance with the Burlington Zoning Bylaws Section "13.1.3.2.3 A wall sign shall be four feet or less in height" and 13.1.3.2.4 at the first-floor level a sign may extend across the full width of the wall. At other than the first-floor level, a sign shall be six (6) feet or less in length."

Sign B is the second Wall Sign on the same elevation as Sign A and therefore violates Section 13.1.3.2.1 In addition, as a result of previously issued Board of Appeals decisions (Case # 2016-127 for Arhaus Furniture and Case # 2017-163 for the Friendly Toast) all new/additional signage on the main Burlington Mall building, even permitted by right, are subject to Zoning Board of Appeals review.

Documentation in support of this proposal is available for public inspection as shown on plans filed with the Zoning Board of Appeals a copy of which is on file with the Town Clerk's office and on the Board of Appeals website (2022-3)

Kristin Hung from Reimer and Braunstein, introduced herself as representing Joss & Main along with Madeline Madden from Wayside, Mark Andrews, Ms. Madden who were attending via Webex.

Ms. Hung explained Joss & Main was taking over 15,000 feet in the Burlington mall and they were requesting two Wall Signs. She explained this is the 1st brick and mortar store for Joss & Main. She stated it is a division of Wayfair and would be offering many services including design services. She described the location of the store and the store front would be facing the Middlesex Turnpike. She provided a description of where the signs would be located one would be placed above the glaze window and one above the entrance. She added that the signs were compliant with the dimensions, but due to a condition there are only 2 signs allowed and all signage must go in front of the Board.

Mr. Sullivan stated that he feels there is no need to have 2 signs on the same side of the building and he felt it was his role to minimize the number of signs permitted. Mr. Burke agreed.

Ms. Madden explained the area was marketed is two tenant spaces, therefore there is an extended façade. She explained the small sign as being recessed and would be placed above the arch entrance for pedestrians to identify the entrance, and the second sign was to provide visibility from the road.

Mr. Sullivan stated he felt the archway indicates the entrance.

Mr. Harrington asked for clarification on the leased units Joss & Main would be occupying. He was informed the units and that there was no neighboring tenant, the space next to them it is a loading dock and egress hallway, therefore there would be no signage on that space.

Mr. DiBona questioned if they could eliminate the 2nd sign by moving the larger sign above the archway and eliminating the one on the large façade.

Ms. Madden explained the signs are very tasteful and the two signs are necessary for the purpose of visibility for vehicle and pedestrian traffic.

Ms. Hung stated the sign above the door is recessed and is small compared to the façade of the building.

Mr. Dibona stated he thinks if they moved the sign over the archway it would address the visibility for everyone and direct people to the entrance. And it would meet all the concerns.

Ms. Madden stated when they designed the signs, they looked at the balance of the signs to the façade.

Mr. Andrews compared the signage to the Shake Shack sign.

Mr. Sullivan stated he still feels it is too much signage.

Mr. Burke asked for additional clarification of the location.

Ms. Hadden provided a description and dimensions of the signs.

Mr. Viveiros stated he would like to see a rendering showing other options such as moving it the larger sign over the entrance.

Ms. Hung stated they would need to go through Simon if they were to make any additional changes,

Motion made and seconded to continue the Hearing to April 15th. 5 -0

Motion made and seconded to approve the minutes. 5-0

Motion made and seconded to adjourn. 5-0