



CITY OF MALDEN MASSACHUSETTS

Sign Design Review Committee Meeting Minutes Date: September 16, 2021 9:07 AM – 11:10 AM

Members in Attendance:

Yem Lip
Nelson Miller
Deborah Burke, Designated Chair

Members not in Attendance:

Barbara Murphy
Craig Spadafora

Also in Attendance:

Dave Morse
Irene Macarelli

Meeting called to order - 9:07 AM by Deborah Burke

Approval of minutes:

The Committee could not approve the July 08, 2021 or August 12, 2021 meeting minutes because there were not enough members currently present from those meetings.

Updates from Compliance:

160 Eastern Ave - "U-HAUL" had an A-Frame sign on the sidewalk. Spoke with the manager about the Sign Ordinance and he removed it from the sidewalk.

24 Eastern Ave - "EL TOQUESITO RESTAURANT" had a banner on the building. Spoke with the manager and explained the Sign Ordinance and advised him of the permit procedure.

525 Main St - "THE ETHIOPIAN FOOD MART" had an A-Frame sign on the sidewalk. Spoke with the manager and explained the Sign Ordinance. The A-Frame sign was removed from the sidewalk.

452 Pleasant St - "WJO DRIVING SCHOOL" had a banner on the building and also installed a sign on the front door without approval and/or permit. Spoke with the owner he removed the banner but did not apply for a permit. Tickets issued. Owner has applied for a Sign Permit.

233 Eastern Ave - "JUNKLUGGERS" sign removed from the traffic island.

Florence & Washington St - "JUNKLUGGERS" sign removed from the traffic island.

287 Salem St "DA SPOT BARBER SHOP" abandoned sign removed from the building.

397 Salem St - "J & S BEAUTY SUPPLY" sign installed without permit and/or approval. Owner notified of the Sign Ordinance procedure. He failed to apply, tickets issued. Sign has been taken down.

2 Florence St - "THE SALTER SCHOOL" is no longer at this location. Property owner notified about the abandoned sign. The sign is in the process of being removed.

10 Florence St - "THE VILLAGE MART" is no longer in business. Property owner was notified about the abandoned sign. Sign has been removed.

Harvard St Park - Political Campaign sign removed from City fence.

121 Beach St - "NICKS FOREIGN AUTO" new business that has a banner up. Spoke to the owner about the Sign Ordinance & gave him Irene's contact info.

1.) The committee reviewed a sign application from KFC located at 140 Ferry St. Nicole Duquette and Dan Whitney were present. Motion was made by Nelson Miller, seconded by Yem Lip (Menu board does not need SDR approval per the sign ordinance) to approve the freestanding sign as shown on front elevation up to 40 Square feet and one KFC channel letters with the following conditions:

a.) Lights must be turned off within one hour of close of business.

3 Yea - 0 Nay - Lip Yea, Miller Yea, Burke Yea

2.) The committee reviewed a sign application from Eastern Bank located at 140 Ferry Street. Richard Batten was Present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this sign.

3 Yea - 0 Nay - Lip Yea, Miller Yea, Burke Yea

3.) The committee reviewed a sign application from Pho Hoa Restaurant located at 655 Eastern Ave. Vy from Signs and Graphics was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve the freestanding and wall signs as shown, window signs with the following condition:

a.) Submit window dimensions to Inspectional services for size confirmation.

3 Yea 0 Nay - Lip Yea, Miller Yea, Burke Yea

4.) The committee reviewed a sign application from Camaly located at 2 Maplewood St. Ed Spinney of Sign Art was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this application with the following conditions:

a.) Colors must match others on the building.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 5.) The committee reviewed a sign application from Maplewood Meat Market located at 11 Maplewood Street. Jose Yanes Fuentes and Elsa were present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this application as shown, pending measurements being submitted to inspectional Services.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 6.) The committee reviewed a sign application from Elmwood Grille & Market located at 299 Pleasant Street. Alicia Marcucci was present. Motion was made by Yem Lip, seconded by Nelson Miller to approve this sign.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 7.) The committee reviewed a sign application from Crunch Fitness located at 38 Broadway. Ken Bolinger was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve the freestanding sign, but deny the wall sign because it is too big. Only 40 square feet is allowed. Applicant may go to the Board of Appeal.

- 8.) The committee reviewed a sign application from Top Cars Motors Group located at 259 Main Street. Motion was made by Yem Lip, seconded by Nelson Miller to approve this sign with the following condition:

a.) Eliminate fax number

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 9.) The committee reviewed a sign application from Walgreens/Village Medical Primary Care located at 215 Beech Street. Anna Haluch from Pro Sign Graphics was present. Motion was made by Nelson Miller seconded by Yem Lip to approve the freestanding sign, and approve the appearance of the 2 wall signs but deny the dimensions because they are too big. Only 32 square feet is allowed. Applicant may go to the Board of Appeal.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 10.) The committee reviewed a sign application from Cabinext USA located at 103 Commercial Street. Erica of Cabinext USA was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve these signs as shown pending size confirmation from inspectional Services.

- 11.) The committee reviewed a sign application from Rockland Trust located at 703 a Eastern Avenue. J G Fredette was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this sign application.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 12.) The committee reviewed a sign application from Smileland Pediatric Dentistry located at 321 Main St. Dmitry from the dentist office and Dave from the sign company were present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this sign application

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

Old Business:

- 1.) The committee reviewed a sign application from Starbucks located at 200 Exchange Street. Andy Serrato was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this sign application with the following condition:

- a. Lights must be turned off 1 hour after close of business.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

- 2.) The committee reviewed a sign application from Speedway located at 215 Broadway. Nicole from the sign company was present. Motion was made by Nelson Miller, seconded by Yem Lip to approve this sign application.

3 Yea 0 Nay – Lip Yea, Miller Yea, Burke Yea

Discussion:

The committee discussed political signs. Nelson Miller advised there are no documents found regarding political signs. For now, these will be considered personal expression signs which don't require a permit. The committee will have something put on the books by next election time.

The committee opened a discussion about A frame signs, but decided there will be more discussion on these at the next SDRC meeting when all members are present.

Meeting Adjourned at 11:10 AM with a motion made by Nelson Miller, seconded by Yem Lip.

Minutes respectfully submitted by: Irene Macarelli

