

Minutes
Design Review Board
July 9, 2014

Present: Jen Koffel, Dan Martin, Paula Hyde, Juan Cruz, Deborah Kruskal

***Sign Review: 400 Boston Post Road
Berkshire Hathaway/Stephan Real Estate***

Jeff Newman presented an application for changes to the existing freestanding sign. The existing sign was erected with a variance from the ZBA prior to the existing bylaws. Section 3290B of the bylaws allows for a sign to be maintained, but not enlarged or altered without conforming to the bylaws. The proposed sign is increasing from 13 square feet to 20 square feet, yet it does not conform to the bylaws in terms of setback as set forth in section 3265A (a 20 square foot sign requires 12' of setback but the proposed location is ~9 feet from the property line) and in terms of carved materials as set forth in section 3265D part b. The Board informed Mr. Newman that a ZBA variance would be required because of the non-conforming issues or that the sign would need to be changed so as to conform.

Mr. Newman said he would discuss the options with the applicant. The Board informed him that it could approve the sign with modifications should the applicant wish to avoid seeking an exemption.

The Board unanimously voted to approve the sign provided that it is no larger than the existing freestanding sign and that it be carved rather than vinyl applied lettering.

Mr. Newman then presented plans for six 5 sq. foot wall mounted signs for each of the tenants at 400 Boston Post Road.

The Board was concerned with the placement of the signs on the building and questioned whether the locations were in any way related to way-finding. Mr. Newman was unsure as to the relationship, but conveyed that the applicant had put in a great deal of thought into where each sign would be located on the building.

The Board found the shape, color, and placement of the signs all across the building distracting and unappealing. The Board recommended that the applicant consider changing the corners of the signs to a scalloped shape rather than rounded corners. The Board also suggested changing the color of the signs to white with a burgundy border and edge.

The Board further discussed appropriate locations for the signs on the building. When the Board suggested that the signs might look better as part of the freestanding sign, Mr. Newman presented a different rendering for the freestanding sign that the applicant had considered but rejected. The Board unanimously found the alternate freestanding sign plan to be more appealing, better suited to the architecture of the building, and provided better visibility to the tenants than the application as presented. The Board emphatically recommended to Mr. Newman that the applicant reconsider the alternate freestanding sign, especially if ZBA approval were already necessary should the applicant wish to enlarge the sign.

The Board also informed Mr. Newman that the wall signs were not limited to 5 square feet, and that second floor tenants could have up to 10 square feet. There was some discussion as to what size would

be appropriate given the architectural constraints. The Board informed Mr. Newman that if the applicant did choose to enlarge the signs, a revised plan would need to be submitted so the Board could evaluate the locations on the building.

Mr. Newman said that he would discuss the options of changing the freestanding sign to include tenant panels or enlarging the wall signs with the applicant, but wanted to get approval for the wall signs should the applicant want to keep with the proposal as submitted.

The Board voted unanimously to approve the wall signs with the recommendation that the corners be scalloped instead of round and that the color be white with burgundy lettering and trim.

Landscape Plan Review: 189 Boston Post Road

Holly Grace presented a final landscape plan as required for the Comprehensive Permit for The Coolidge at Sudbury. The Board evaluated changes to the planting materials and screening that were requested when the applicants first met before the Board.

There was some discussion about the choice of deciduous trees for screening of the parking lot and whether Red Cedars were sufficiently far from the Hawthorns so as to prevent disease.

The Board voted unanimously to approve the landscape as presented with the possible replacement of the Hawthorns with Kousa Dogwood or other hearty blooming trees for the sake of plant health and maintenance.

Miscellaneous

The Board approved the minutes of June 25.

The Board confirmed it would have a quorum for its next scheduled meeting on July 23. Mr. Martin and Mr. Cruz will be unavailable for the first scheduled meeting in August.