

Present: Frank Riepe (Chairman), Deborah Kruskal, Tris Windle, Giancarlo Del Vita
Absent: Dan Martin

Sign Application; Especially for Pets, 424 Boston Post Road

Representing the applicant was Michael Tullio and Gary Bronnes. The application is for two major signs on two portions of the building: A self-illuminated channel letter sign on the east/rear side and an externally illuminated sign on the south side. Based on frontage calculations the applicant has an allowance of 48 square feet (at variance with calculations made by Jody Kablack). A maximum of 36 square feet may be used for the primary sign, 24 square feet if it is self-illuminated. The owner has designated the east/rear sign as the primary sign with a proposed 21 square feet. The south sign has a proposed 31.6 square feet, but the balance of the signage allowance is only 27 square feet. The owner agrees to reduce the size of the south sign to 27 square feet. The Design Review Board unanimously approves the signage application with the south sign reduced in size as agreed.

Sign Application; Herb Chambers BMW of Sudbury, 68 Old County Road

Representing the applicant was Attorney Josh Fox and Salvatore Sachetta. The application is for a package of wall signage, freestanding sign and directional signage. The Board discussed the details, reviewing size, placement, materials, sight lines and alternatives. The proposal will have to go to the Board of Appeals for Special Permit as the size of the property and its particular circumstances exceeds the assumptions of the signage bylaw. The Board finds that the entire proposal is of a high standard, tasteful and well-considered. The Design Review Board unanimously recommends that the Board of Appeals grants the necessary Special Permits.

Sign Application; Dance Dream, 387 Boston Post Road

Representing the applicant was Bill Marsters of Viewpoint Signs. The application is for a primary wall sign and two secondary awning signs over the windows. The proposal is within the allowances of the bylaw. The Design Review Board is concerned about the choice of the brilliant blue as being too bright and too similar to colors used by an adjacent merchant and asks Mr. Marsters to convey that concern to the owner. The proposal is unanimously approved.

Miscellaneous

The minutes of May 27, 2009 were approved.

Sign application materials which are given to applicants will be reviewed for discussion at the next meeting of June 24, 2009.