

**Minutes
Design Review Board
Flynn Building
August 11, 2010**

Present: Dan Martin (Chairman), Deborah Kruskal, Juan Cruz Molina, Chris O'Halloran
Absent: Tris Windle

***Sign Application: Hercules Dry Cleaners
447 Boston Post Road***

Harold Withrow presented an application for a wall mounted sign. The board opined the design of the new sign is an improvement over the existing sign. The board noted the applicant could make it a little larger to allow additional white space around the business name. The sign as presented complies with the bylaws and was unanimously approved as submitted, or slightly larger provided that it does not exceed the 22 square feet allowed under the bylaw.

***Sign Application: The Pongal II
103 Boston Post Road***

Jeff Newman of Sign A Rama, and Kalai Chandrusekaran, owner were present.

The application was for a 24.3 square foot roof mounted sign, a 26.25 square foot freestanding sign, and a 6 square foot awning sign. The total square footage exceeds the 36 square feet permitted for a sign on a building this size. The applicant stated that section 3261 of the bylaw applies only to wall mounted signs and that the freestanding sign should be considered separately. The applicant stated that the size requirements were open to interpretation. Chairman Martin stated that the Design Review Board has never interpreted the bylaw this way as it would basically allow any single business with 250 feet of frontage to get a sign area bonus in excess to the allotments called for 3261 of the bylaw.

The freestanding sign as presented does not comply with the bylaws in several ways. The bylaw does not allow for a freestanding sign on a property with less than 250 feet of street frontage; it is greater than the 20 square feet per side permitted in the bylaw; and is less than 12 feet from front of the property. The applicant was informed the sign proposal would have to go to the Zoning Board of Appeals for approval. The applicant rejected the suggestion of using a projecting sign on the building that would not have to be approved by the Zoning Board. The applicant opines a freestanding sign is necessary for the business to succeed. The board discussed the merits of the freestanding sign and whether to support the applicant before the Zoning Board.

It was noted by the applicant that the Design Review Board supported an exemption for setback on another freestanding sign at Sudbury Sundries (across the street) based on the location and due to safety concerns with faster moving traffic in this location. Members of the board agreed that a more visible freestanding sign would be safer for customers seeking out the restaurant due to the higher speed limit on the road at this location.

Chairman Martin noted that the Sudbury Sundries sign complies otherwise in terms of size and total square footage allotments for the businesses at the location. Board member Deborah Kruskal suggested that the applicant consider excluding the roof mounted sign if pursuing the freestanding sign so the overall size allotment be in compliance with the bylaw. The applicants were amenable to omitting the roof sign if the freestanding sign were approved. Chairman Martin stressed that every effort should be made to comply with other aspects of the bylaw if pursuing the exemption and further suggested the size of the freestanding sign should be reduced to 20 square feet, with the area showing the address being excluded from the calculation of the sign area.

The next proposal was the roof mounted sign. A minor change was made to the copy on the sign from the previous application addressed at the previous meeting. The roof sign complies with the bylaws.

The awning sign was reviewed next. The board was in possession of several versions of the awning sign. The applicant stated that the awning sign is 6 square feet, and the version with three lines of text is the correct one. The board informed the applicant that verbiage on the valances on the front awnings could be also be added. The applicant noted that the awnings already exist and do not have sufficient space on the valances.

The roof sign in combination with the awning sign would be in compliance with the bylaws.

A motion was made to recommend to the Zoning Board of Appeals for approval of an exemption for a freestanding sign provided that it:

- 1) is no more than 20 square feet
- 2) is at a location and setback that is determined by the Zoning Board to be appropriate for the safety of traffic on Route 20 and entering and exiting the location
- 3) excludes the roof mounted sign

The motion passed with three in favor (Ms. Kruskal, Mr. Molina, and Mr. O'Halloran) and one opposed (Mr. Martin).

Miscellaneous:

The board approved the minutes of July 28, 2010, with two edits: The "Pongall II" should be "Pongal II" and the fourth paragraph of the Pongal II application should read "48 feet of building frontage" not "street frontage."

The board further discussed the interpretation of the size allotments in the bylaws. Mr. Martin noted that he will discuss further with the Director of Planning, Jody Kablack and the Building Inspector, Jim Kelly.