

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

***Sign Application: Sudbury Crossing
435 Boston Post Road***

Presenting the application was Jeff Newman of Sign-a-Rama on behalf of Sudbury Crossing LP.

The application is for a freestanding sign with individual panels for the tenants of Sudbury Crossing. The sign as presented does not conform to the bylaws in terms of size and materials.

The applicant presented samples of the material to be used for the "stone" portion of the sign. The board expressed several concerns with the columns. The board is concerned that the material will not appear authentic because of the narrowness of the columns, the break between the top and middle portions of the sign, and the sign panels being flush with the columns.

The board also suggests that the tenant panels be of a uniform color scheme to comply with the bylaws, but that the business logotypes be used instead of the single typeface. Further, the board suggested that the sizes of the logotypes should be more harmonious with each other and not vary as much as they do in the submitted application.

The board also finds the "Sudbury Crossing" identifier too small and suggested alternatives such as making it on one line.

The board further suggests that the applicant consider making the overall width of the sign somewhat larger if it helps mitigate the column issue, the inconsistency of the name sizes, and/or the small business center identifier.

The board suggested the applicant explore alternatives for the main tenant panel. The board suggested that this portion of the sign be recessed somewhat so that the columns would appear more authentic, or that this portion not continue to the ground. Lighting alternatives were also discussed.

The board is amenable to replacing the existing sign with a new freestanding sign with tenant panels and suggested to the applicant that he return at a future meeting with a design that addresses the issues raised.

The applicant also noted the locations of other signs that use similar materials for the board to check out and noted that he would bring photographs of similar signs when he returns.

Miscellaneous

The minutes of October 27 were approved.