

Minutes
Design Review Board
January 26, 2011
Flynn Building

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

Sign Application: Holly Cleaners
22 Union Avenue

Representing the applicant was Mark Armstrong (architect). The application was for a primary sign, two secondary signs and two awning signs.

The board discussed the size and style of the primary sign. The primary sign as presented complies with the bylaws. The applicant expressed interest in using LED halo lit lettering for the primary sign. The board advised the applicant that the maximum size permitted by the bylaws for such a sign is 16.25 square feet. The applicant and the board agreed that the halo lit lettering would be beneficial for the location of the primary sign and that the reduction in size would work better given the space restraints. The applicant noted that there may be some slight variation in the typeface to accommodate the halo lighting and the board had no concern with any modifications that may be necessary.

The application also calls for two awnings on which the wording and logo combine for 8.5 square feet and a secondary sign with the logo that is 7.8 square feet. The combined size of the halo lit letters and secondary signage will be 32.55 square feet which complies with the bylaws.

The board unanimously approved a motion to approve the secondary signs as submitted and to approve the primary sign with halo lighting, reduced to 16.25 square feet so as to comply with the bylaws.

Miscellaneous:

The board approved the minutes of December 22, 2010.