

**Minutes: Design Review Board
November 9, 2011**

Present: Dan Martin, Jane Roddy, Deborah Kruskal
Absent: Chris O'Halloran, Juan Cruz

**Sign Review: Northern Lights
387 Boston Post Road**

Robin Moleux presented an application for a wall mounted sign. The board finds the sign well designed, appropriately located, and within compliance of the bylaws. The board approved the sign as presented.

**Sign Review: Land Rover/Range Rover
83 Boston Post Road**

Joshua Fox, Brad Craig and Heather Dudko presented an application for revisions to the current wall mounted signs. The applicants noted that the current signage, provided that it is not internally illuminated, is just within the square footage permitted by the bylaws. The applicants presented a variation to the signage that adds a sign for "Range Rover" that will not comply with the bylaws.

The board discussed the internal illumination of the signs. The applicant noted that the signs were internally illuminated, but had not been turned on. The applicants also clarified that the "Land Rover" sign is opaque and thus not a lightbox sign.

The board discussed the size and location of the wall mounted signs. The board finds the size of the signs presented in the application to be appropriate for the scale of the building. The only objection the board had with the application was the positioning of the signs on the wall. The board recommends the signs be lowered such that the top sign is aligned with the center row of windows in the triangle.

The board unanimously agreed to recommend a variance to the Zoning Board of Appeals provided that the signs are located lower down on the wall than indicated in the application.

The applicants also presented a separate, revised application for a freestanding sign. The applicants plan to remove the existing freestanding sign and replace it with a freestanding sign measuring approx. 14' tall by 5' wide with the logos of the three makes of vehicles arranged vertically. The sign as presented does not comply with the bylaws in terms of area or height, and also may have internally lit outlines to the logos. There was some discussion as to the size of the sign, and the applicants noted that they would look into the possibility of a reduction in height as the presented sign may be available in some other sizes. Overall, the board finds the sign to be well designed and appropriate in scale with the size of the lot and building.

There was some discussion as to the location of the freestanding sign. The bylaws call for a setback of 20' from the property line, and the board noted that given the area of the sign, a 20' setback was necessary. The applicants noted that they were still considering locations for the sign.

The board unanimously agreed to recommend a variance to the ZBA for the freestanding sign at a suitable location on the site that meets the 20' setback requirement, and that is possibly shorter than the sign presented.

**Sign Review: Sudbury Wine & Spirits
410 Boston Post Road**

Joe Saia and Chris Saia presented an application for three wall mounted signs. The signs as presented comply with the bylaws.

The board discussed with the applicants the design of the signs. The board had a number of recommendations to the applicant for improvements to the design including adding a logo or other image, using additional colors, and changing the typefaces. The applicants noted that the landlord may have restrictions on the colors used. The board suggested that the applicants work with a sign designer to create a more visually stimulating sign that conveys their products and image subject to any constraints the landlord may have.

The applicants noted that they may consider changing the signs and fabricating a temporary banner sign while considering their options for the wall mounted signs.

Miscellaneous:

The board approved the minutes of 26 October 2011.