

Minutes
Design Review Board
April 24, 2013

Present: Dan Martin, Paula Hyde, Jen Koffel, Juan Cruz
Absent: Deborah Kruskal

Landscape Review: 40 Tall Pine

Dave Caligaris presented a revised landscape plan for 40 Tall Pine. He noted changes from the previous plan that primarily included added buffers to the East and West and a meeting area in the center island. The board noted the comments that Ms. Kruskal had submitted prior to the meeting that 1) the hemlock listed may not be available to which the applicant indicated that one of two other similar species may be used instead, 2) that birches are susceptible to borers to which the applicant indicated that the River Birch would be used due to its heartiness, and 3) the arborvitae, rhododendron, and mt. laurel are favored by deer to which the applicant indicated that they had been used successfully at several other locations with high deer populations.

The Board also suggested that the stepping stones that are shown on the plan leading to the sitting area don't actually lead to anything other than a parking area and may not be necessary. The applicant noted that he had similar feelings about the stepping stones.

The Board suggested options for using granite or other materials to continue the border of the island through the parking areas as it has somewhat of a "puzzle piece" appearance. The applicant noted that the curb is asphalt, and as such, this option does not work with the plan. The applicant also noted that there is considerable elevation in the portions of the center island to mask the parking areas and handle some of the issues brought up by the Board.

Finally the Board and applicant reviewed the placement of the light posts on the site.

The Board is satisfied by the changes in the landscape plan and finds that the applicant has sufficiently addressed its concerns.

***Sign Review: 730 Boston Post Rd.
Happy Healthy Kids Fitness Studio***

Jeff Newman presented an application for a primary wall sign, a secondary wall sign, and a panel on the freestanding sign. The Board noted an application zoning review submitted by Jody Kablack that the primary wall sign exceeded the total allowable area for a primary sign.

Mr Martin noted that he remembered at one point the bylaws defining the area of non-rectangular signs as the area bounded by a rectangle that encompasses the shape. He could find no such language in the current bylaws or definitions. The actual area of the presented sign is very close to the allowable limit. Mr Newman indicated that the sign was using the existing materials from the previous tenant, Knit Purl. The Board unanimously agreed that as the exact same sign had been previously used, and the size appears to be extremely close to 24.75 sq. ft when the area of the missing corners is subtracted, that the sign conforms to the bylaws.

The Board unanimously agreed that some minor revisions to the layout would improve the sign. As it is proposed, the content appears to float and has a lot of purple background. The Board suggested that the logo be enlarged somewhat and the tag line be moved down a little.

The Board unanimously voted to approve the signs as presented with the recommendation that the primary sign be revised with a larger logo and a lower tag line.

Mr Newman indicated that he would discuss the suggestions with the applicant.

The Board also discussed the freestanding sign panel for In Vogue Spa. No member of the Board recalls the panel coming before the Board for approval. The sign panel appears to be a different size and contains more than just the business name with a phone number and "Laser Hair Removal" also included. The layout is exceedingly poor and unprofessional. Mr Newman indicated he would mention this to the landlord.

Miscellaneous

The board approved the minutes of March 27.