

Minutes
Design Review Board
August 28, 2013

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

***Sign Review: 457 Boston Post Road
Friendly's***

Jay Khan presented an application for a modification to the primary sign and two secondary signs. The signs as presented exceed bylaw allowances and will require ZBA approval.

The Board reviewed changes to the primary sign. While the area of a rectangle bounding the sign with the modifications exceeds 45 square feet, the actual increase in area is actually fairly small. The applicant indicated that the actual change in area is only about four square feet with the addition of the cone logo and "Est. 1935" copy. The Board unanimously finds these changes to be reasonable and agreed that the addition of the cone image is an improvement.

The Board reviewed the additional "Friendly's" sign. The majority of the Board found the sign itself to be of an appropriate size and location though the Board is not thrilled with the building being painted white.

The Board reviewed the "Creating Memories" sign. The Board unanimously found the material choice, color, size, and location inappropriate for the building. The Board also finds this typeface to be bland and too large. The Board recommended to the applicant that if the sign is to be included, it should not interfere with, or cover, any of the existing architectural elements and should be reduced in size.

The Board reviewed the awnings. The applicant indicated that they are a vinyl material. The Board unanimously agreed that the awning should be Sunbrella material instead.

***Sign Review: 8 Concord Road
You're Home Custom Interiors***

Cathy Carchidi and Pam Bruni presented an application for a primary and secondary wall sign. The signs as presented comply with the bylaws. The Board was satisfied with the placement of the signs and unanimously voted to approve the signs as presented.

The Board advised the applicants that the sign would also need Historic District Commission approval.

***Sign Review: 357 Boston Post Road
Simplicity Hair Studio***

Jeff Newman presented an application for a primary and secondary sign. The signs as presented comply with the bylaws. The Board finds the signs attractive and well designed. The Board questioned the legibility of the colors and reviewed color samples. The Board unanimously voted to approve the signs as presented.

***Sign Review: 505 Boston Post Road
Santander Bank***

Andy Puopolo presented applications for a primary sign, two secondary signs, and a panel for the freestanding directory. The Board reviewed the signs with the applicant with the goal of having the complete package of signs comply with the bylaws.

The Board first reviewed the 2.8 square foot panel for the freestanding sign. The Board unanimously approved the sign as presented.

The Board next reviewed the 5.07 square foot secondary sign for the drive-through canopy. When questioned about the red background on the sign, the applicant indicated that the sign was intended to be red letters on white. The Board unanimously preferred the revised color scheme. The applicant also indicated that the letters were 1/4" thick. The Board recommended that the depth of the letters be increased to 1/2". The Board unanimously approved the revised canopy sign with red lettering with the recommendation that the letters be 1/2" thick.

The Board reviewed the awning sign. The applicant noted that only a single awning would have the sign as one of the awnings shown on the application is not actually in front of the bank. The exact dimensions were not indicated on the application. The Board unanimously approved the secondary awning sign provided that its area does not exceed 2 square feet.

Finally the Board reviewed the primary sign. The applicant indicated that the bank had just recently learned of the option to use internally-lit lettering instead of the wall sign presented. Ms Koffel and Ms Hyde did not like the large red background on the wall sign presented and indicated that they would prefer red internally-lit letters.

Mr Martin suggested that the applicant come back with a revised application for channel lit letters that are no larger than the 21 square feet permitted by the bylaw and that indicates where on the building the sign would be located. Mr Puopolo said that, due to time constraints, the bank may want to instead get the wall sign approved and eventually reapply for the channel lit letter sign. The Board unanimously agrees that having red internally-lit letters would be preferable to the wall mounted sign so it worked with the applicant to determine an appropriate size and placement on the building for a revised sign.

The Board and the applicant agreed that the existing Sovereign Bank sign is oddly placed and too small. The Board and applicant agreed that the sign should consist of red self-lit letters and logo, that the overall height should be 20-22", that the area should comply with the 21 square foot area permitted by the bylaws, and that the sign should be centered with relation to the midpoint between the window and door. The applicant also indicated that channel lit letters are typically 5" deep. The Board asked whether the letters could be less deep as the serif typeface may read better with less depth. The applicant indicated that there are new methods that could allow for a shallower letter.

The Board unanimously voted to approve an internally lit primary sign up to 21 square feet in area, in a red corporate color, centered on the midpoint between the window and door frames, with the minimum possible depth for that fixture type.

Miscellaneous

The Board approved the minutes of July 24