

Minutes  
Design Review Board  
July 10, 2013

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

***Sign Review: 410 Boston Post Road  
Rugged Bear Plaza***

Ed Spinney and Chuck Katz presented applications for a wall mounted directory sign and a freestanding sign.

The Board first discussed the wall mounted directory sign to replace the existing directory sign. Mr. Katz told the board that the existing directory sign is too small for any of the businesses to be seen and that he wishes to replace it with a sign that is more visible from the street. Mr. Martin asked whether the sign would only contain the names of second floor businesses, and if so, do the second floor businesses have any additional signs. Mr. Katz indicated that the sign would only contain the second floor businesses, and that he hopes that one second floor business that has a sign on the same wall will remove it when the new sign is up. Mr. Martin told the applicants that the second floor businesses are permitted one wall sign of up to 10 square feet, and since these were the only signs for these businesses, they would not need to be restricted to the directory sign size limitation.

Mr. Cruz wondered if the words "Upper Level" would be desired by the second floor tenants. Mr. Katz did not think that would be necessary as they had already had a chance to review the proposed signage.

Mr. Cruz also suggested that the sign should be placed with consideration to the brick work. Mr. Spinney said that he had noticed the same thing and would raise the sign to be flush with the soldier course.

Ms. Kruskal suggested that the "410" be larger. She also wondered whether there would be enough contrast between the burgundy color and the bricks. The applicants did not have a color sample, but are satisfied with the color and contrast.

Ms. Koffel suggested that the phone number is distracting as it is in a large bold typeface and suggested that it should be reduce somewhat. The applicants also indicated that the phone number panel would be removed when the plaza has no vacancy.

The Board voted unanimously to approve the wall mounted sign with the suggestion that it be mounted flush with the soldier course and with the phone number reduced.

The Board next reviewed the freestanding sign application. Mr. Martin told the applicants that the existing sign is non-conforming, and that the requested size would require Zoning Board approval. The Board then discussed the merits and design of the sign as presented.

Mr. Martin was concerned with the overall height of 11'4" including the address cap. Mr. Spinney indicated that it was the same height as the Sudbury Crossing sign. Mr. Martin also questioned the need for more panels than there are first floor tenants. The applicants indicated that the space occupied by

Sudbury Wine and Spirits could be divided into three units and therefore there could be a need for the additional panels at a later date.

Ms. Koffel suggested that the sign could do a better job of integrating into the landscape and neighborhood. Specifically, she found the black poles bulky and out of scale. Other members of the Board agreed and a discussion of options for the poles ensued. The applicants agreed to modify the poles and consider making them thinner, changing the color, and adding spacers between the poles and the panels to give it a lighter and airier appearance.

When asked about the location of the sign, the applicants indicated that it would go where the existing sign is. Mr. Spinney indicated that the sign is only setback 5' from the property line right now. Mr. Martin asked how the setback would be impacted by the additional width of the sign and what effect it would have on sight lines. The applicants indicated that it would be no closer to the road and that there is sufficient room to do so. The applicants also indicated that the current location is desirable for its visibility and access to existing power lines. As it is currently centered in the island, they said it is not detrimental to sight lines. Mr. Martin suggested that they have evidence of that when they meet with the ZBA.

Finally the Board discussed the lettering on the panels. The Board pointed out some inconsistencies in the size of the lettering and suggested that, where possible, the type should be of a consistent size.

The applicants informed the Board that they would make modifications to the sign based on the Board's recommendations and email those changes to the Board. Mr. Martin told the applicants that the Board will consider whether or not to make a recommendation of the sign to the Board of Appeals at its next meeting after it has had a chance to see the modifications.

The Board also recommended to Mr. Katz that he allow for more variation in signage for first floor businesses at Rugged Bear Plaza. The Board mentioned to Mr. Katz that on several occasions it has made recommendations for modifications to proposed wall signs for first floor tenants at Rugged Bear Plaza only to be told that the landlord prohibits them. The Board thinks that those businesses would benefit from the use of additional graphics and colors so as to differentiate and brand themselves.

### ***Miscellaneous***

The Board approved the minutes of June 26.