

Minutes
Design Review Board
May 28, 2014

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

***Sign Review: 631 Boston Post Road
Sudbury Home Improvement***

Padraig O'Beirne presented an application for a wall mounted sign and a freestanding sign. The wall mounted sign conforms to the bylaws. The Board unanimously voted to approve the sign with the recommendation that the words "Design Center" be in all capital letters and slightly smaller than the letters in "Sudbury Home Improvement." This would make the sign consistent with the freestanding sign and give the lines a little more creative interplay.

The freestanding sign does not conform to the bylaws because the parcel is 40' short of the 250' required. The Board discussed the need for a freestanding sign given the building's setback and the high speed limit on this portion of Route 20. The Board discussed with the applicant several options for improving the layout to the sign with the specific recommendations that the "Design Center" name and the address be moved up and the "Sudbury Home Improvement" name fit more cleanly with the oval by either turning the letters more to match the arc of the curve or adjusting the arc of the curve to match the arc of the lettering. The majority of the Board thought the latter option is preferable even if it makes the area larger as the proposed sign is still well under the size limit. The Board voted unanimously to recommend a variance to the ZBA.

***Sign Review: 353 Boston Post Road
Black Horse Real Estate***

Laura Meier presented an application for a roof mounted sign and a secondary wall sign. The applicant did not present scale drawings for the secondary sign, but said that it would match the proposed roof sign only smaller. The Board calculated that 10.5 square feet remained in the sign allowance and unanimously approved a secondary sign no larger than 10.5 square feet to be located at the same spot on the building as the existing secondary sign for Post Road Clothiers.

The roof sign complies with the bylaws, but several members of the Board expressed concern with the oval sign looking precarious and off kilter on the roof. The Board discussed a number of options with the applicant for her to consider regarding the outside shape of the sign. The most popular shape would be one that is similar to Simplicity Salon's sign with a flat bottom and round top in which the oval could fit. The Board unanimously voted to approve the sign with the recommendation that the applicant consider an alternate shape of the same dimensions that has a flatter bottom.

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

Jay Khan presented revised signs for Friendly's that addressed the Board's concerns from the applicant's previous meeting in August 2013. The Board was satisfied with the changes. Ms Koffel noted an error in the color of the secondary sign presented and Mr Martin expressed some concern with the size of the secondary sign. The Board unanimously voted to recommend the changes to the Zoning Board of Appeals.

Miscellaneous

The Board approved the minutes of May 14.