

Minutes  
Design Review Board  
September 24, 2014

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

***Review of Freestanding Sign, Post Road Clothier  
8 Union Ave***

David Bosh met with the Board with an application for a freestanding sign. The sign as presented does not conform with the bylaws because the site has less than 250 feet of frontage. The parcel also already contains a freestanding sign, though for a building with a different address.

Mr. Martin stated that the only reason he would even consider an exemption is because the building has a different address than the address on the freestanding sign already on the property. The applicant indicated that he wanted the sign set far enough away to avoid confusion, though the distance is only 50-60 feet between them.

The Board had reservations about the presence of two freestanding signs on the same parcel. The Board considered whether it would be reasonable to allow a different freestanding on the parcel given that there are two different addresses at the parcel. Sudbury Plaza was considered and whether it would be reasonable for multiple businesses to have freestanding signs there considering the businesses also have different addresses. The applicant contended that his site was different because the building is set back and contains a single business, not multiple businesses.

The applicant also noted that because the new location is set back from the street, he no longer has the benefit of a visible window display and needs some additional visibility near the street and prefers something more elegant than a portable sign.

The Board discussed the merits of the sign. The applicant has made sure the sign conforms with regard to size, material, height, and presence of the address on the cap. The Board finds the sign attractive and a better alternative than a temporary sandwich board sign.

There was also some discussion about the visibility of the sign at the proposed location. There is substantial landscaping that appears to hinder the visibility on the Southern side of the sign.

The Board voted unanimously to support the freestanding sign because the applicant has made every effort to conform with the bylaws, has kept the sign small, and because the building contains a single retail business set back from the street.

***Miscellaneous***

The Board approved the minutes of September 10.