

Minutes
Design Review Board
November 12, 2014

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

***Sign Application, 15 Concord Rd
Marengi Dental***

Adam Marengi and Joyce Beck presented a revised application for a wall sign and directory sign. The signs as presented conform to the bylaws.

The Board discussed a number of design issues with the sign and made suggestions with regard to the background color, adding a border, and increasing the width and decreasing the height somewhat so as to lessen the impact of the white background and make the sign more cohesive with the building.

The applicants showed the Board a sample of their logo where the "M" background is not cropped and the words "Marengi Dental" are stacked and less in conflict with each other. The Board overwhelmingly preferred this alternate layout and suggested to the applicants that they consider a projecting sign or reshaping the wall sign to conform to the alternate layout. The applicants indicated that the landlord would likely not want a projecting sign, but that they would like to have the landlord consider an option that more closely resembled this alternate layout. The Board indicated to the applicants that it could vote for both sign versions so that they would not need to return for another meeting while the applicants seek approval for one or the other from the landlord and Historic Districts Commission.

The Board also discussed the directory sign panel and whether to use one or two typefaces on it.

The Board voted unanimously to approve the revised wall sign with the recommendation that its dimensions be changed to 15' x 19", its background white color be softened, and it include a border; or, a wall sign that is 24 square feet of approximately 6' x 4' to fit within the pediment with the full letter "M" background and the name on two lines.

The Board also voted unanimously to approve the directory panel with the recommendation that the full "M" be used and that the name be in a single typeface.

The Board reminded the applicants that Historic Districts Approval would still be required for whichever sign they ultimately choose.

***Sign Application, 435 Boston Post Rd
Pure Barre***

Michael Sepinuck of Signarama presented an application for a wall sign of non-lit channel letters and for a directory panel sign.

The Board had no comments on the panel sign and voted unanimously to approve the sign as presented.

There was some discussion as to the size of the property as Mr Sepinuck indicated that the building frontage was 22 feet, although the accompanying photograph of the property showed it to be much larger. (Mr Cruz and Mr Martin later realized after the meeting that the location shown to the Board in the photograph was not actually the location of Pure Barre, but instead the location occupied by Sleepy's.)

Several members of the Board were concerned that the red letters would be difficult to read on the tan/brown color of the fascia. Mr. Sepinuck was able to confirm that it would be possible to have white end caps on the letters to give them a little more contrast.

The Board also thought the sign seemed too small at 18 square feet and recommended, based on what appeared to be closer to 44 feet of building frontage, that the applicants consider increasing the size up to 24 square feet.

The Board informed the applicant that it could approve the sign on the assumption that the business was taking up the entire space occupied by Sleepy's in the same location centered under the lights, but this location would be inappropriate if the actual frontage is indeed 22 feet and would require a revised application showing the sign and its relationship with the business and door location.

The Board voted unanimously to approve the sign with the recommendation that the end caps be white and that the size be anywhere from the proposed 18.375 square feet to 24 square feet, and provided that the business is in the entire space occupied by Sleepy's. If the location is not the entire location occupied by Sleepy's then the Board will need to see a revised plan showing the location of the sign and any lighting.

Miscellaneous

The Board approved the minutes of October 22 with one edit where the word "bern" should be "berm."