

## **Minutes**

### **Design Review Board**

December 17, 2014

Present: Juan Cruz, Paula Hyde, Jen Koffel, Dan Martin

Absent: Deborah Kruskal

### **Sign Application: 730 Boston Post Rd**

#### **Your Dream Bridal**

Malinda Macari presented an application for a wall mounted sign and secondary signs on the building and freestanding directory.

The Board was in receipt of a sign application review stating that the primary sign exceeds the allowed size in the bylaws. The Board reviewed the two previous applications for signs at this location. The sign shape and size were originally installed for the Knit Purl. At the time the Board voted to approve the sign but not the dimensions. The sign was apparently still installed at these dimensions. When the subsequent tenant, Happy Healthy Kids, applied for a sign, the applicant noted that the actual area of the sign was very close to the allowed size as it was substantially smaller than the rectangle bounding it. As Mr. Martin noted at that time, the bylaws make no mention of how to calculate sign area and the Board voted unanimously to consider the Happy Healthy Kids sign in compliance with the area requirements of the bylaw.

The Board reviewed the secondary sign to be mounted on the wall and found it to be original and appropriate for the business.

Finally the Board reviewed the panel in the freestanding sign. The Board discusses several design revisions with the applicant noting that the sign would appear less divided and flow better if the coral color design element were horizontal rather than vertical. The Board also made some recommendations as to the size and typefaces used.

The Board also commented on the In Vogue Spa sign panel. No member of the Board can recollect seeing this sign come up for approval, nor would any of the member recommend the sign with its poor layout, phone number, and "Laser Hair Removal" tag line.

The Board unanimously voted to approve the signs as presented with the recommendation that the freestanding panel have a horizontal element and the lettering be sized with more relation between the business name and the URL.

### **Miscellaneous**

The Board approved the minutes of December 3.

The Board discussed the bylaws and whether any modifications should be necessary.