

Design Review Board
Minutes
July 27, 2016

Present: Jen Koffel, Dan Martin, Susan Vollaro
Absent: Paula Hyde, Deborah Kruskal

Sign Review: Fresh/Fresh Brows
2345 D Boston Post Road

Donna Henderson presented an application for a primary wall sign. The application was incomplete because it lacked information on the building frontage and materials. Ms. Henderson informed the Board that the sign would be aluminum and vinyl. She did not have the exact building frontage, but since the minimum sign allowance for a primary sign is 22.5 square feet and the proposed sign is 20 square feet, the Board determined that the sign does conform to the bylaws. The Board also informed the applicant that she could supplement with a secondary window sign in the future provided that it does not exceed 25% of the window area.

The Board offered comments on the design of the sign with the main discussion about the presence of three stars on either side of the sign. Ms. Henderson explained that they were part of her identity and showed a business card for reference. Board members thought that they could have other meanings that were not related to nails and found them fighting with the rest of the sign for attention. The Board offered some alternative suggestions including reducing the number, removing the drop-shadow, using the stars as bullets, or lightening them up and treating them like a watermark.

Ms. Henderson also noted that she had gotten several domain names and had not yet settled on whether to have "Fresh" or "Fresh Brows" on the sign. The Board and the applicant agreed that the longer name may be more desirable so that traffic on Route 20 would have a better idea of what the business did when seeing the sign. This also would alleviate the necessity for all of the stars.

There was some discussion of the background color. Ms. Henderson indicated that she may try to saturate the background color a little more, but still keep it legible and complement the gold.

There was also some discussion about the placement of the sign on the building. Ms. Henderson mentioned that she considered an offset location centered on windows below the sign, but that the sign maker thought that it would be better to center them under three windows above the sign and presented them as such in the application. The Board unanimously agreed with the sign maker to locate the sign as presented.

The Board unanimously approved the sign as presented with a recommendation to make the sign less busy by removing or altering the stars and with the understanding that the name may change to "Fresh Brows."