

Minutes
Design Review Board
May 15, 2019

Present: Jennifer Koffel, Susan Vollaro, Dan Martin, Deborah Kruskal
Absent: Jim Parker

***615 Boston Post Road
Tremont Auctions***

Ed Quinn presented an application for a primary wall mounted sign that conforms to the bylaws. The sign is to go where a previous, larger sign had been mounted over the door. The applicant intends to paint the surrounding area to match the rest of the building.

The Board voted unanimously to approve the sign as presented.

***33 Union Ave
Heritage Wholesalers***

Carol Fournier presented an application for three wall mounted signs. The total sign area exceeds the allotment permitted in the bylaws. The Board discussed the size of the building, the awkward location of the entrance, and the traffic hazards on the site and agreed with the applicant that the site warrants significant signage. The applicant indicated that the business owner is eager to get signage up as soon as possible so the Board informed the applicant that the bylaw permits 54 square feet of signage by right and suggested that the applicant install signage as permitted and optionally come back to the ZBA to seek any additional signage.

The Board discussed the locations of signs and informed the applicant that a primary sign of 40.5 square feet is permitted. The applicant plans to reduce the size of the primary sign presented to 40.5 square feet and move it so that it is not directly above a door that does not provide access to the business.

The Board voted unanimously to approve a primary sign reduced to 40.5 square feet and a secondary sign of no more than 13.5 square feet, with the recommendation that the primary sign not be located directly over the door between truck bays 6 and 5, but rather closer to bay 5.

The Board also unanimously agreed that extra signage would be beneficial given the nature of the site, the desire to keep customers away from loading semis, and for the clarity of the truck drivers. The Board voted unanimously to support an exemption for additional signage should the applicant decide to seek a variance from the ZBA for the additional signage that was part of the application.

***505 Boston Post Rd
Aubuchon Hardware***

Michael Mattson presented an application for a 21 square foot internally lit primary sign. One portion of the sign was to be a light box and the Board informed the applicant that light boxes are not permitted in town and that portion of the sign could not be internally lit, only the "Aubuchon Hardware" letters could be lit.

The Board discussed the series of signs on the valances that the secondary sign comprise. The Board suggested that maybe not all of the valances have wording, thus allowing more area for possible future secondary signs on the side of the building that will have a secondary entrance when Santander Bank

vacates its location. Having been informed that there was to be a secondary entrance the Board recalculated the sign allowance taking into account 40% of the building frontage at the secondary entrance. This increased the total signage allowance from 42 square feet to 48 square feet, and allows the applicant to increase the size of the primary sign to 24 square feet if internally illuminated.

The Board also suggested that the applicant consider a non-illuminated sign to maximize the size on the sign band or consider putting "Aubuchon Hardware" on one line. The applicant decided to give some consideration to all of the options as that would allow for the extra time necessary while waiting for Santander Bank to vacate. The Board informed the applicant that a temporary sign could be hung on the building until Santander vacates which would avoid the necessity of putting up a sign and then relocating it.

No formal motion or vote was taken and the applicant intends to return to the Board with changes.

Miscellaneous

The Board approved the minutes of April 10, 2019.

The Board continued its discussion on interpreting the bylaws with respect to secondary illuminated signs. The Board agrees that a secondary sign's allowance is the left over area after subtracting the primary sign, and as such, secondary signs must also be reduced by 1/3.

Finally, a motion was made to continue with the current chair and vice chair for the upcoming year. The vote was three in favor with Mr. Martin abstaining.