

Minutes  
Design Review Board  
September 9, 2015

Present: Deborah Kruskal, Dan Martin, Jen Koffel

***Sign Application, 22 Union Ave  
Bank of America Office Building***

Hazel Wood Hopkins and Jane Comins McCord presented an application for a freestanding sign and a wall sign.

The Board first considered the 10.2 square foot, internally illuminated wall sign. The sign as presented conforms to the bylaws. In addition, the applicants intend to wrap the sides of the canopy with the same red background with no signage. The applicants asked whether the wrapping would count toward the sign allowance. As the panels are blank and just intended to match the color better than painting, the Board is of the opinion that this is not signage. The Board unanimously approved the sign as presented.

The Board then considered the freestanding sign. The sign as presented conforms to size and setback requirements, but does not meet the minimum street frontage requirement of 250 feet. The applicants asked whether the Board would consider recommending the sign to the ZBA.

The Board asked the applicants whether the landlord was content with the single tenant having a sign and whether other tenants would want to be part of a freestanding directory sign. The applicants noted that the landlord had no objections to the sign. The Board advised the applicants to know what other tenants favored before meeting with the ZBA as only one freestanding sign can be on a property.

Ms. Koffel stated that this location could benefit from a sign to make the entrance stand out more and improve the traffic flow.

The Board then considered the design of the sign. The Board unanimously considered the aluminum base as presented inappropriate for the building and suggested other materials. The applicants and the Board ultimately agreed that a stone base or stone cladding that harmonizes with the nearby stone wall would be more appropriate with some reveal between the base and the sign.

The Board unanimously approved to recommend the freestanding sign with a stone clad base and reveal. The Board requested that the applicants email a revised drawing of the freestanding sign to add to the record.

***Sign Application, 23 Union Ave  
Bank of America ATM***

Hazel Wood Hopkins and Jane Comins McCord presented an application for a freestanding sign and a wall signs at 23 Union Ave.

The application calls for two wall mounted signs of 10.2 square feet where one of them is internally lit. The total signage allowance is 22 square feet.

The members of Board thought that the signs did not sit well on the white sign band on the building and thought that the sign band should be red in the same manner that the canopy across the street was

presented. The Board suggested that the sign band be painted or clad to match the red background of the signs. The applicants indicated that the aluminum wrapping would not work because the signs have depth and did not want to paint because they would be difficult to match and would fade differently. The applicants noted that they could use a wider sign and sketched out how it could look on the building, but noted that if it were counted toward the allowance it would be in excess of the 33 square feet allowed. The Board unanimously considered this a better option. The Board is of the opinion that since the lettering will remain the same size and the panel width is being enlarged to harmonize with the building and achieve the same result as painting the band (which would not be included in the square footage calculation), that the additional square footage should not be included in the sign dimensions.

The Board unanimously approved the signs as presented with the recommendation that the width of the red panels be increased without changing the dimensions of the logotype or logo.

The Board then considered the merits of a freestanding sign. Mr. Martin and Ms. Koffel stated their preference for only one freestanding sign exemption. There was a discrepancy in the street frontage as indicated by the applicants and by Jim Kupfer in his zoning review. After viewing the plot plan on the town website the Board determined that there was just 65 feet of street frontage. The applicants then withdrew their request for a freestanding sign noting that with the minimal frontage and the recommended changes to the wall mounted sign, there should be plenty of visibility.

The applicants asked about replacing or refreshing a directional sign at the location where the freestanding sign is proposed. The Board informed the applicants that the bylaws permitted a directional sign of up to two square feet.

***Miscellaneous***

The Board approved the minutes of July 8.