**Design Review Board**
**Meeting Minutes**
**May 9, 2023**
**8:33 AM- 9:17 AM**
**Present:** Chairman Michael Hally, Cindy DuBose, Hazel Nourse
**Also present**: Jim Robbins-Town Planner, Kristen Belanger-Administrative Assistant
**Not present:** Christian Hedrick, Alison Giammarco
The meeting of the Design Review Board was held virtually on Zoom on Tuesday, May 9, 2023.
Chairman Hally convened the meeting at 8:33 AM.

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**Sign application for Century Family Dental at 116 East Main St.**
Anne Durso from Express Signs & Graphics attended on behalf of the Applicant for the Century Family Dental Sign application. They will be replacing the plexi-glass insert with a white background, and green and grey lettering. When the sign was first permitted, it was internally lit. Zoning at the time did not allow internally lit signage in the Downtown Business District. The owner argued the sign was lit with LED which are considered excited electrons not incandescent. The Owner took this to court and won. Subsequently, zoning was changed to not allow this loop hole and now says "internally lit" in any form.

Client will remove the LED lighting. The externally lit fixtures would need to be approved by DRB.

Chairman Hally explained the white background is also an issue for the DRB.

Ms. Durso responded they could reverse the coloring and do a green background with white and grey lettering. However, this may clash with the coloring of the posts.

The board commented that the internet address and phone number are not allowed on the sign, only on the doors. It was suggested that the dentist names be listed instead.

Member Nourse asked if the posts can be painted. The owner was adamant that they stay the same to match the siding on the building.

There is a Lexan face with vinyl lettering over it. There is no dimensional depth.
- Vinyl signs are also not approved for this District.
- Most signs are wood or acrylic, painted and backlit.

Member Nourse advised for Ms. Durso to go back to the owner and do external lighting from the ground. She would personally prefer for the entire sign to be removed. The opinion is this would be a zoning issue since it is not in conformity. The Optometrist next door installed a conforming sign during the same time frame.

Mr. Robbins suggested a compromise would be to keep the posts and replace with raised lettering to give it some dimension.
In summary, Chairman Hally suggested a revised application proposal with possibly green on the bottom panel with the Dr.'s names, white on the top. Specify ground based or gooseneck lighting and submit a spec sheet for the fixtures proposed.

**Sign application for Wayback Burgers at 600 Union St. Suite 103**

Jeffrey Kwass from ViewPoint Signs attended on behalf of the Applicant for the Wayback Burgers Sign application. Plans for the proposal were shared with the board. They reviewed a 2" aluminum sign that will be fastened to the brick face of the building, externally lit. They may put a sign on the doors with the hours but they do not have that information available yet.

The Board informed the applicant that the sign on the pylon will need to come to the DRB before it can be installed. Anything on the windows or doors will be considered a wall sign.

**Member Cindy DuBose approved the sign as proposed by Wayback Burgers dated 1/10/2023 and revised 1/18/2023. Member Nourse seconded.**
**Vote: 4-0**

Baystate Commons was sold to a person that redeveloped Spags in Shrewsbury. They have proposed pavement updates, landscaping additions, will try to get as much signage as possible to be projecting.

Mr. Robbins added that DRB has been concerned about renegade signs in the windows for awhile.

For updates, the BP Gas station on Milk has sold, they may be applying for new signage.

**Member Nourse made a motion to adjourn at 9:17 am. Chairman Hally seconded.**
**Vote: 4-0**

Respectfully submitted,

Kristen Belanger

Planning Dept. Administrative Assistant

APPROVED:

Alice V. L. Giammarco

***One board member signature required for approval.***