

Architectural Review Board
Minutes
July 15, 2014

Members Present: Lawrence, Macdonald, Hughes, and Greene
Staff: Keating

ARB #17-2014

Valero (Standard Realty LLC), 1927 Boston Post Road, NB Zone
Proposed canopy with logo and pricing

Mark Smith, George McCloskey, and the owner of Valero Station, presented plans for the construction of a canopy covering pump islands. The proposed canopy is 26 ft. x 20 ft. x 36" ht. The canopy will be teal with a 4" yellow band at bottom and will be supported by 2 steel columns painted tan.

The Board suggested that the letters "VALERO" be painted on the west and east sides of the canopy and will measure no more than 10" high (rather than reusing portions of the old pole sign). It is proposed to reuse a 3'x 3' part of the existing pole sign as the price sign to be placed on the supporting pole of the canopy .

The existing pole sign will be removed.

The ZBA will rule on the canopy as it is proposed at the property line rather than at the 10' setback required. They will also decide about variances to allow the signs on the sides of the canopy and the use of the price sign.

Approved as modified and subject to ZBA decision..

ARB #18-2014

BlueMercury, 1015 Boston Post Road, CBD Zone.

Proposed wall sign & blade sign on Day Street; proposed wall and door decals.

Dan Brashear, VP of Planning and Strategy BlueMercury, presented plans for two wall signs on each side of the corner of the building (Boston Post Road and Day Street). The signs will be 93.37" x 20.75" and will be blue with white halo-lit vinyl letters.

There will be applied vinyl signage in the windows.

Two blade signs were presented but the regulation only allow one for the business, even though it is at a corner of two streets. The Board suggested that only one blade sign be used as per Regulations. A 12' x 24' blade sign was approved but the applicant wants it to be 12' x 36'. A mock-up of the blade sign at the proposed 36"x12" will be constructed and the Board members will make a recommendation as to size at a later date.

Approval of the wall signs and window signs was granted and the size of the blade sign is pending.

ARB#19-2014

Brooke's Homecare, 134 Heights Road, DC Zone
Proposed wall sign.

Eric Johnson, owner, proposed placement of a wall sign 24"x18" on the front wall of the building. The sign will be white painted MDD and the lettering will be dark purple and light blue with no letter exceeding 8" in height.

The Board suggested that the building number be placed over the entrance.

Approved.

ARB #20-2014

Gut Reaction, Goodwives Shopping Center, 25 Old Kings Highway North, DC Zone.
Proposed wall sign and blade sign

Chris Fitzgerald proposed a white sign resembling other signage at the center with navy blue cut out plexi lettering and logo(max 10" tall letter height). The sign will be between the two post and will **not** be internally illuminated.

The blade sign will resemble the wall sign.

Approved.

The **minutes** of the June 17, 2014 minutes were approved as submitted.

Other Business:

An informal discussion with Monica Demetro, owner of the business at 903 Boston Post Road, on the advisability of a sign for 2nd floor tenancy. A clarification of the Regulations was requested by the Board.

The meeting was adjourned.

Respectfully submitted,

Alison Hughes