

Design Advisory Board Meeting Minutes

Date: March 27, 2014

Time: 6:30 PM

Location: Deep River Town Hall

Attendees: Jeff Hostetler, Peter Howard, Alan Paradis, Victoria Su, Sue Watts

Board member absent: Pamela Potter, Mike Cole

Guests: Corky and Marcella Sassi

Agenda:

1. Bob Sassi re 181 Main Street, Uncle Joe's signage.
2. New Business

Minutes: The meeting was called to order at 6:30.

181 Main Street

Bob Sassi presented his concept for a restaurant on the second floor of 181 Main Street. Mr. Sassi was requesting input on signage for a proposed restaurant above Pizzeria D'Vinci. Drawings or other graphic representation were not available for review. The concept was discussed with the following recommendations:

The applicant should maximize his signage opportunity and include a variety of signs in various locations.

The monument sign should have diversity and individual graphic identity. It is not recommended that he use consistent lettering or colors with other occupants of the same building.

A sign should be located above the door for "way-finding" and identity.

A bracketed hanging sign off the front-left of the building would help identify the entrance from the Adams Parking lot.

Signage facing the Adams parking lot would be appropriate and useful.

The applicant should discuss exterior and sign lighting with Mike Cole of the DAB.

New Business:

Expansion of the village Districts to include the Gateway Conservation Zone should be explored. It is necessary to clarify the DAB roles relative to PZC with the Selectmen.

The DAB should be consulted with design issues even if outside the village districts. While neither P&Z nor DAB has jurisdiction over design issues outside of the village districts, the context of the Town of Deep River's design objectives may still be conveyed to property owners and developers.

Meeting adjourned: 8:00 PM

Minutes compiled by: Alan Paradis