

DESIGN ADVISORY BOARD MEETING MINUTES

Date: December 22, 2016

Location: Deep River Town Hall

Board members present: Alan Paradis, Mike Cole, Jeff Hostetler, Peter Howard, Dan Batt

Board members absent: Sue Watts, Pamela Potter

Guest: Stephen Bradley

The meeting was called to order at 6:30.

Stephen Bradley presented signage materials for Pondside Kitchens and Hearth at 202 Main Street.

Three sign locations were discussed.

1. A monument sign in the front yard of the property placed to face north and south-bound traffic on Main Street (Rte 154). The suggestion was made to size this sign to be in scale with the other monument signage within the Village District.
2. A sign on the Lafayette Ave. side of the building above the customer entry door. It was suggested that this could be suspended from a projecting bracket to guide customers from the on-site parking area to the entry door.
3. A sign on the gable end of the building facing Main Street and visible to vehicular traffic turning from Essex Street onto Main Street. The original proposal was to scale this design to fit between the second story windows above the porch roof. In the ensuing discussion, the suggestion to place this sign on the porch railing near the display window was viewed favorably as being easier to light, and more visible to pedestrian traffic. In addition, this placement would draw attention to the display window, which is planned to showcase merchandise samples. These displays would be illuminated from inside the building.

Minutes compiled by: Jeff Hostetler