

## Design Advisory Board Special Meeting Minutes

**Date:** March 29, 2019

**Location:** Deep River Town Hall

**Board Members Present:** Alan Paradis, Peter Howard, Dan Batt, Jeff Hostetler, Pamela Potter

**Guests:** Tracy Riechel, Cindy Harger, Brett Thompson

The meeting was called to order at 6:30

Signage designs for storefronts at 169 Main Street were presented by Stacy Harger (Moody Rabbit) and Tracy Riechel (Another Kid's Closet).

Since the building is under contract, it was recommended that the new owner be consulted after the closing regarding signs for the storefronts. The board felt signage on the building should be looked at collectively and in context.

The Moody Rabbit sign was presented and well received by the board due to its graphic simplicity which is consistent with other Village Commercial District signage. It was suggested the informational text on the Another Kid's Closet sign be minimized and graphic logos emphasized to be consistent with other street signs and promote visual recognition. It is recommended that operational information such as hours of operation or internet presence be located more discretely on the door or windows to reduce visual complexity and clutter. The board was in favor of the graphic logo, but recommended the graphic be enlarged. It was also recommended that the signage be visible from the approach, and not limited to frontal visibility.

Alan will photoshop the proposed signage onto the front elevation of the building for placement and email it to the shop owners.

There was a brief discussion of the Gateway Conservation Zone and the the DAB agreed to meet with neighbors in the landing area in an attempt to identify specific attributes and borders that might benefit from a review by the DAB. Several members of the neighborhood will attend the next regular DAB meeting on April 26<sup>th</sup> to discuss the Gateway Zone in more detail.

Dan Batt is working on a DAB informational pamphlet that can be handed out to townspeople to explain the role of the DAB in a clear and simple format.

There was a discussion concerning potential new board members. Election of officers was tabled.

Meeting was adjourned at 8:30.

**Minutes compiled by:** Pamela Potter