

Minutes -- Design Review Board Meeting

Date: April 11, 2017

Present: Marji Ford, Andrew Reck, Bill Sterling, Leisha Marcoccio

The meeting opened at 5:05.

Built By Beads -- A signage request submitted by Built By Beads was reviewed. No representative from the business nor the sign design firm were in attendance. The board made the following recommendations, with Andrew making the motion, Bill seconding the motion and all in favor:

1. Remove all sandwich boards – these are non-compliant signage.
2. Remove the signs tacked onto the building: “Jewelry Repair” and “Jewelry Design” – these are non-compliant signage.
3. All three panels on the 310 Standing Sign should have the same color. Renderings showed a different color for Built by Beads than the other two businesses.
4. The proposed circular sign could be more aesthetically consistent with the building architecture. For example, a rectangular sign over the window which extended over the full length, would be more attractive. Alternatively, the lettering and artistic form could be cut out (versus on a circle backing).

Whole Foods Plaza -- Frank Normandin provided an update regarding the Whole Foods Plaza renovation to facilitate an informal discussion, to prepare for a formal review later in April. The tenant, Fresh Market has signed a 15-year lease. Much design work to upgrade the property infrastructure to meet fire department codes, address private/public waste water management, and consider conservation commission standards has been conducted. The discussion focused on the façade.

The flat roof will be enhanced by pulling the roof lines forward, adding façade gables which match those that exist on other parts of the building. The board was positive about this approach to create rhythm and architectural context for the renovation. The board recommended the following:

1. The new façade faces should match existing pillar features on other parts of the building.
2. The board felt strongly that the trim detail should be reinforced with 2 pillars at the larger gables to be proportional with the others.

It was agreed that a formal review will be conducted on April 25th. Updated plans and the color scheme should be presented.

At 5:30pm Marji made a motion to adjourn. Leisha seconded the motion.

Respectfully submitted, Leisha Marcoccio

