



Design Review Board Meeting Minutes
Monday, December 18, 2023
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)

Bob Dermody, Board Member (P)

Steve Dornbusch, Board Member (P)

Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Chair Gluesing called the meeting to order on December 18, 2023, at 7:30 p.m. He reviewed the remote meeting procedures.

HEARINGS:

Continued: Public notice is hereby given that Wingate Way East located at 589 Highland Ave. and Wingate located at 235 Gould Street, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.3.4 and any other applicable sections of the By-law.

Sandy Kurson stated that, per previous Board comments, the plan has been amended to include an aluminum composite sign material. The proposal includes 4'x4' pressure treated white posts with caps, as requested by the Board. The print will not fade. She asked that there be a bit of latitude with the 3'x 12' sign placement on the corner, as previously discussed by the Board. The plan then shows two smaller signs, each 12 s.f., at the entrances to the site. None of the signs are proposed to be illuminated.

In response to a question from Chair Gluesing, Ms. Kurson stated that there are some independent living units currently at the site. The building that is being renovated has nothing in it at this time.

Mr. Dornbusch stated that he believes the advertisement of independent living is the insignificant portion of the sign. Ms. Kurson agreed but noted that the sign choice was made by a marketing person at Wingate.

Mr. Dermody noted that the plans show two different placements for the corner sign. Ms. Kurson stated that the sign will be placed in front at the corner but is asking for some leeway as to its exact placement.

Chair Gluesing echoed concerns regarding the independent living portion of the sign and that it will not attract the wanted attention. Ms. Kurson asked if the Board would conditionally approve the sign, with the potential for changing the graphic. Chair Gluesing stated that he would like the Board to review and approve a new graphic. The applicant could consider placing the currently proposed signs at this time, as the applicant will need to come back in the future for a time extension. He agreed that he would review a change in the graphic with Staff. If it is determined

to be de minimis, the applicant could carry forward. If the new graphic is determined to be significant, the applicant will need to come before the Board during a public meeting.

There was discussion regarding timeframe of construction on the site and advertising for the business. There was consensus that the applicant should come back for a secondary review to update the Board within the next four months. The applicant also needs to mail notifications to abutters when this meeting is set.

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the Special Permit with the conditions that the applicant come back within four months for a secondary review and that the applicant mail notifications to abutters with that secondary meeting date. Bob Dermody – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Applicants & Attendees:

1. Nicole Handricken, SignDesign, representing Coin & Jewelry Buyers to be located at 317 Chestnut Street and applying for signage.

Agenda Item 1:

Nicole Handricken, SignDesign, representing Coin & Jewelry Buyers to be located at 317 Chestnut Street and applying for signage.

Nicole Handricken, SignDesign, explained that the building currently has a “Fresh & Clean,” sign, which the applicant would like to replace with a “Coin & Jewelry Buyers” sign. This is proposed to be a non-illuminated, aluminum sign. The applicant would also like to add vinyl wording, 8” tall, at the bottom of each window stating the business.

Chair Gluesing noted that there is an existing light fixture for the sign and asked if it would be used. He explained that the sign bylaw does not usually allow building signage for promotional purposes. It is intended that the signage identify a business in its location.

Mr. Dermody suggested centering the new sign above the door. He also noted that there are a lot of words proposed on the sign. He suggested using the window signs to display the items listed at the bottom of the currently proposed building sign. Ms. Handricken stated that the applicant may want the other lettering on the sign to be enlarged if the information at the bottom is moved to the window signs. Mr. Dermody suggested making the ampersand on the main sign smaller.

Mr. Dornbusch agreed that he would like to see the building sign simplified. He agreed that the sign would look better more centered, but only if the company next door also centers its sign. The Board agreed that the centering on the building would likely not be possible at this time, but the sign could be centered under the existing light fixture.

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the signage for 317 Chestnut Street, with the conditions that the ampersand be shrunk to a smaller size than the smaller letters, that the “gold, silver, coins, currency, watches,” lettering be removed from the main sign, that the sign height be changed from 22” to 20”, that the gold

band continue around the bottom of the sign, that the sign be centered under the light fixture or the light fixture be removed, and that the window graphics can be increased to 10” high. Bob Dermody – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Minutes:

Minutes from the 12/04/2023 meeting

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the meeting minutes of December 4, 2023, as presented. Steve Dornbusch - aye; Bob Dermody – aye; Chair Gluesing – aye. Motion passed 3-0-0.

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to adjourn at 8:03 p.m. Bob Dermody – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Next Public Meeting – January 8, 2024 at 7:30pm via Zoom Webinar