

ARCHTECTORAL REVIEW BOARD
MINUTES
FEBRUARY 16, 2010

Members Present: Brown, Castell, Gadsden, Hughes, Lawrence, Macdonald, Greene
Staff Present: Keating

1. ARB #30-2009
Whole Foods Market
150-152 Ledge Road, SB Zone

Wilder Gleason, Esq. introduced Mr. John Jarus of Butler Signs who presented new plans, for a reduced number of signs, with reduced letter sizes as follows:

At the main entrance facing Ledge Road- the proposed internally illuminated sign would have 21” high letters and an area of 71 square feet (82 square feet allowable). The ‘O’ with figure will be a total of 33 inches tall.

In the gable facing the Post Road- the proposed internally illuminated sign would have 21” high letters and an area of 44 square feet (44.6 square feet allowable). Again, the ‘O’ with figure would be 33 inches tall.

At the edge of the parking lot nearest the Post Road- an internally illuminated, double sided, 14’ 7” high pole sign set perpendicular to the Post Road with 10 ½” high letters and a sign area of 17.9 square feet. Only the words “Whole Foods Market” will be lighted, the surrounding background will not be lighted. The size, internal illumination, location and design of the pole sign complies with the regulations regarding pole signs in the SB Zone. No variances are needed for the

The previously discussed sign on the gable facing Ledge Road has been eliminated. It would have required numerous variances.

The board questioned the hours of signage lighting and was told the signs would be lighted from dusk to 11:00 pm. The sign lighting will be turned off within 15 minutes of the store closing. The signs will not be lit all night. The lighting of the signs will be accomplished with a LED source with a warm tone.

The board expressed concern regarding the lighting at the walkway under the roof facing Ledge Road and was assured the fixtures proposed would be shielded and directed so as not to create glare when seen from Ledge Road at the elevation of passing cars.

The internally illuminated wall signs and the height of the letters/figures will need variances from the Zoning Board of Appeals. A concern was expressed regarding the number of illuminated signs and therefore a board member could not support the application. The balance of the board supported the revised application as presented.

2. ARB #4-2010
Tasti-D-Lite
380 Heights Road, SB Zone

Mr. Joseph Criscuolo, of GA Treats, presented plans for a sign with 7” high letters with an area of 6 square feet. This sign would be hung from the eave of the roof that projects over the walkway in front of the store. This sign would be instead of the wall sign that would normally be displayed flat on the wall of the business. The proposed sign is of white baked enamel background with blue letters and a blue and pink logo. The application was approved as submitted.

3. ARB #2-2010
Pear Partners for: Red Door Spa, Cava Wine Bar, etc.
1077 Boston Post Road, CBD Zone

Mr. Dwight Collins presented the proposed materials for the “Playhouse Mews” project: doors on the Cava Wine Bar in dark bronze anodized aluminum; plank brick pavers, 2¼” x 9” x 3” of a deep terra cotta color and varied in coloration; Bega cable light fixtures; greenscreen silver colored column material; outdoor canvas partitions; bistro tables and chairs were presented. The location of the “Playhouse Mews” signage will require a variance due to its proposed proximity to the side property line. The board supported the application as submitted. The applicant must now proceed to the Zoning Board of Appeals to request a variance for the location of the sign and proceed to the Planning and Zoning Commission for review and action regarding the proposed site plan changes.

Three schemes to replace the second floor awnings for the Red Door Spa were presented and discussed. Of the presented options, the board favored the scheme showing two long awnings spanning the four windows at each side flanking the central element. The board felt the graphics at the center of each awning was preferable and that the graphics would benefit by being made bolder to increase their readability from the street. The angle of the awnings and placement of the sign graphics on the awning was discussed. If not done carefully, it will be difficult to see/read the signs on the awnings if the graphics are on the large panels of the awnings instead of the valances. The inclusion of graphics and/or signage on any of the awnings will need several variances from the Zoning Board of Appeals.

The board also suggested the applicants explore modifying to the marquee to appear like the 1920’s photograph submitted with the application, as well as the possibility of improving the façade by removing the existing Red Door Spa sign centered above the marquee, and in lieu of a wall sign, using signs on the new awnings.

4. ARB #23-2008
1292 Boston Post Road, SB Zone

Penny Glassmeyer presented revised plans for a new two story building. The first floor will be brick of a light terra cotta color and the second story will be painted Pratt & Lambert “Green Lantern.” The roof will be metal standing seam, color “Musket Grey,” by Dimensional Metal.

The application was approved as submitted. Plans for the building and site development must now be submitted to the Zoning Board of Appeals and the Planning and Zoning Commission. The board expressed the hope the parking issues with this difficult property can be resolved.

5. ARB #5-2010
The Goose
972 Boston Post Road, CBD Zone

Mr. Michael Friedman and Donna Friedman presented plans for the “The Goose American Bistro & Bar.” Mr. Ivo Granata presented signage as follows:

On The Boston Post Road, a wall sign, 1’ 4” high x 12” long, to replace the existing wall sign. It will have a black background with a dentil molding border with ½” thick, The Goose, in terra cotta letters 8” tall and Bar, Bistro, in mustard yellow letters 5” tall;

On the walkway, an 11' above grade blade sign, 3'6" wide x 2' 8 ½" high, with lettering of 8", 5 3/8" and 2 ¼" high, 9.5 square feet overall, in the same three colors as the Boston Post Road wall sign. The scale of the proposed blade sign will need to be reduced so that the area of the sign does not exceed the allowable 7 square feet;

At the rear parking lot, a wall sign to replace the existing wall sign. It will be the same as the front sign, but not dimensional.

Sconce fixtures to be of a New Orleans style, in two sizes, are proposed at the menu board (larger) near the Post Road, along the walkway, at the entrance doors (larger) and at the outdoor terrace dining area. The patio is to be repaved in antique looking bricks in a herringbone pattern.

The existing goose neck lights, front and back, will be replaced throughout with new, smaller black goose neck fixtures with angled shades to throw the light on the signage.

The applicants pointed out the lighting (which they like) on the CVS facing the walkway is in poor repair and asked that the appropriate contacts be made for its repair.

Two custom made, curved top windows are proposed to be added within and following the design of the brickwork at the rear elevation.

The brick façade of the building is proposed to be painted Benjamin Moore #193, "Dijon." Subject to the reduction of the blade sign, the board supported the application as submitted.

Other Business:

6. PG Properties Ltd. for 1092 Boston Post Road, CBD Zone

A new door is proposed to be added to the front elevation within the existing aluminum storefront windows. The board supported the proposal.

7. PG Properties Ltd. for 1096 Boston Post Road, CBD Zone

A new door is proposed to be added to the front elevation within the existing aluminum storefront windows. The board supported the proposal.

The **minutes of the January 19, 2010 meeting** were approved as submitted. The board members were reminded to submit draft minutes within 48 hours of the meeting.

Respectfully submitted,

Tim Macdonald