

WELLESLEY DESIGN REVIEW BOARD
REGULAR MEETING
MAY 11, 2016; 7:00 PM
GREAT HALL, WELLESLEY TOWN HALL

Members Present: Johnathan Law, Ingrid Carls, and Helen Robertson
Staff: Heather Lamplough
Also Present: Mary from Art Studio Sign & Neon, David Grissino, Aaron Ladd, Catherine Johnson, Heather Dudko

Mr. Law called the meeting to order at 7:04 pm

DRB 16-23S: Babson College

David Grissino, Director of Capital Projects at Babson College and Aaron Ladd, Campus & Facilities Planner at Babson College, and Aaron from Advance Signs presented the proposed project to the Board. Mr. Grissino gave a brief overview of what has been going on at Babson College, and the reasons behind this project. Mr. Ladd stated that they wanted to make sure the signs fit within the guidelines of campus signs and that they worked extensively to develop this plan, design and locations of the new signs. The goal of this re-branding/signage update was to incorporate a new brand, with a more consistent look throughout campus. They are hoping that this signage will make it easier for both the public and those that live on campus to navigate. Mr. Grissino stated that the current color scheme doesn't lead to great visibility. Miss Lamplough stated that she has broken down which signs require a Special Permit in the Board's staff report. Mr. Law asked if the majority of the signs will be illuminated. The applicant stated that most of the signs will not be illuminated; just the campus map signs and the campus events signs. The applicant explained that all of the non-illuminated signs will be lighted by the existing light poles on campus. They also explained how the "internally illuminated" signs are actually illuminated by lights along the inside of the cabinet; and that the light does not actually shine thru the map itself. Mr. Ladd explained that most of the directional signage is illuminated by car headlights, but these need to be illuminated because they will be used by pedestrians. Miss Lamplough informed the Board that the applicant will also be requesting two to three signs to be located within the public right-of-way, and for those they will be applying through the Board of Selectmen. Mr. Law stated that this is a nicely put together package, and that he likes the colors and the font selected. Ms. Carls stated that she likes the idea of having the campus events signs.

Following a brief discussion, Mr. Law moved to recommend approval of the signs as presented, with the comment that while this is a plethora of signage the Board believes that the signage is needed and is in keeping with signage on a college campus. Ms. Carls seconded. The motion passed unanimously (3-0).

DRB 16-24S: BeautiLux Spa

Mary from Art Studio Sign & Neon presented the proposed project to the Board. She presented a sample of the gold lettering that will be used on the sign (¾ inch thick letters). Miss Lamplough explained that the application as first proposed was not complaint, but the applicant has since decreased the height of the letters. Ms. Robertson stated that she believes the reduced letter height will actually look better than the original proposal.

After a brief discussion Ms. Robertson moved to recommend approval of the sign as presented. Ms. Carls seconded. The motion passed unanimously (3-0).

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DRB 16-25S: Webster Bank

Heather Dudko presented the proposed project to the Board. She stated that they are just looking to replace the existing Citibank signs and that both signs are exactly the same. She stated that the halo-lit letters would be shut off when the bank was closed. Miss Lamplough explained that she has already discussed the logo with the “W” with the Inspector of Buildings, and compromised that the “W” would be compliant with the 14” and the circle surrounding the “W” could be larger.

After a brief discussion Mr. Law moved to recommend approval of the signs as presented. Ms. Carls seconded. The motion passed unanimously (3-0).

Minutes

The minutes from the DRB meeting held on April 27th, 2016 will be reviewed and voted on at the DRB meeting on May 25th, 2016.

Mr. Law adjourned the meeting at approximately 7:24 pm.

Note: A recording of this meeting is available in the Planning Department.

Minutes Approved: 05-25-2016

Respectfully submitted by:
Heather Lamplough
Wellesley Planning Department