

WELLESLEY DESIGN REVIEW BOARD
REGULAR MEETING
JANUARY 23, 2019; 6:30PM
GREAT HALL, WELLESLEY TOWN HALL

Members Present: Rob Skolnick, Vice Chair; Ingrid Carls; Sheila Dinsmoor

Staff: Jeanette Rebecchi, Planner

Also Present: Samara Helfman
Steve Schuede

Mr. Skolnick called the meeting to order at approximately 6:30pm.

DRB19-02S: 380R Washington Street, The Painting Place – Sign Permit

Documents:

- Staff Report
- Sign Rendering, prepared by Walpole Signarama
- Sign Permit Application
- Site Photograph

Discussion:

Samara Helfman, business owner, presented the application.

Ms. Dinsmoor suggested moving the sign to the side of the building. Ms. Rebecchi discussed several conforming signage options to provide better wayfinding from Washington Street.

Ms. Dinsmoor noted that the wall sign is content heavy and difficult to read. Ms. Carls suggested eliminating the “Fun For All Ages” line and repositioning the “Paint Your Own Pottery” line in the middle of the white space. Ms. Helfman discussed the rebranding effort underway to target customers of all ages rather than just children.

Ms. Carls and Mr. Skolnick discussed the various font sizes found on the sign. Ms. Rebecchi suggested providing more space between the lines of “The”, “Painting” and “Place”, and using the same font size.

Following a brief discussion, Ms. Dinsmoor moved to recommend approval of the sign with the following recommendations:

- *Remove the phrase “Fun For All Ages”, and center “Paint Your Own Pottery” in the remaining white space.*
- *Increase the spacing between the “The Painting Place” lines.*

Mr. Skolnick seconded the motion. The motion passed unanimously (3-0).

DRB19-03S: 73 Central Street – William Raveis – Sign Permit

Documents:

- Staff Report
- Sign Application

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- Sign Rendering, prepared by Archer Signs
- Site Photographs

Discussion:

Steve Schuede from Archer Signs presented the application.

Ms. Rebecchi clarified that the Applicant is presenting the sign featuring 14" lettering.

The Board discussed the location of the wall sign on the façade, which was covering the keystone of the archway. The Board suggested moving the sign over a column even though it would no longer be over the new doorway to the business. Ms. Dinsmoor stated that the new location of the sign should not cover up any of the architectural features of the brickwork.

Following a brief discussion, Mr. Skolnick moved to recommend approval of the sign with the following recommendations:

- *Center the sign over the column rather than the top of the arch.*
- *Avoid covering the decorative features of the archway such as the brick soldier course.*

Ms. Carls seconded the motion. The motion passed unanimously (3-0).

Approve Minutes from 11/28/2018 DRB Meeting

Mr. Skolnick made a motion to approve the minutes from the November 28, 2018 Design Review Board meeting. Ms. Carls seconded the motion. The motion passed unanimously (3-0).

Mr. Skolnick made a motion to adjourn at approximately 7:00PM. Ms. Dinsmoor seconded the motion. The motion passed unanimously (3-0).

Respectfully submitted by:
Jeanette Rebecchi
Wellesley Planning Department