

**TOWN CENTER DESIGN REVIEW BOARD  
MEETING MINUTES, September 30, 2021**

**DESIGN REVIEW BOARD MEMBERS PRESENT:** George Fields, Robert Borg, Ray Wilcox, Michelle Girard

**STAFF:** Bill Hawkins, AICP – Director of Planning & Development,

**OTHER:** Applicant: Bridget Corliss, Innovative Wealth Managers

Chairman George Fields called the meeting to order at 5:00 P.M. The proposed sign renderings were sent to the Design Review Board (DRB) prior to the meeting.

**File# 2020-DRB5A:** Application for new freestanding and building signage located at 41 Mountain Road. Applicant: Innovative Wealth Managers

Bridget Corliss of Innovative Wealth Managers explained the sign request on behalf of the building owner. Ms. Corliss explained the building sign, which would be 17.5 SF and made from composite aluminum. The sign will be painted in a color similar to the siding; the letters would be raised, and painted white with a black edge. The sign would be located in the center of the building above the front door. Mr. Borg asked if there would be any lighting for the sign. Ms. Corliss stated there is no lighting proposed for the building or ground sign. Mr. Wilcox stated that although the sign looks nice he would prefer to see a more colonial design and felt the proposed sign looked too modern. Ms. Corliss explained that the sign is also the company logo and branding. Michelle Girard agreed the sign looked more modern than other signs in the area but understood the branding aspect of the design. Mr. Hawkins explained that the sign meets the size and color requirements in the regulations and reminded the board that we do not have a regulation pertaining to font style.

Ms. Corliss then described the proposed freestanding sign, which will be 2.9 SF double sided, installed on a five foot tall post, and located behind the property line on the easterly side of the property near the sidewalk. The PVC sign will have the company name, logo, QR code, and address number. There was discussion about the need for the QR code and it was the preference of the board not to have it on the sign. Mr. Hawkins explained that the sign meets the size, location, and height regulations. In addition, the proposed colors match those in the historic palette the board uses as a reference. With nothing further, Mr. Borg made a motion to approve the signs as presented. Mr. Fields seconded the motion, which passed 3-1 with Mr. Wilcox voting against. The board asked Ms. Corliss to discuss the need for a QR code on the sign with the building owner and report to staff. Mr. Hawkins explained that the board cannot regulate sign content and that the QR code discussion was a suggestion.

Submitted by,



Bill Hawkins, Recording Secretary