

## ARB Meeting Notes – July 23, 2019

Meeting called to order by Brenda Seefeldt at 7:34 pm.

In Attendance: Brenda Seefeldt, Laurie Holloway, Lori Domenech, Darryl Hawkins.

Excused absences: Carol Bailey, Ryan Dillard, Doug Kastens;

Unexcused absence: Jonathan Torres

Town Staff in attendance: Chris Coon, Luke Seigfried (intern)

No citizen comments

Minutes from June 25, 2019 meeting: A motion was made by Laurie Holloway to approve; Lori Domenech 2<sup>nd</sup>; Approved.

### **Town Sign Font/Color Discussion**

**Colors** - Discussion focused on a dark blue for the background with white lettering. Luke indicated that the Benjamin Moore Historic palate offered good options. After looking at a variety of samples, Newburyport Blue was proposed by Brenda/2<sup>nd</sup> by Lori; approved

**Fonts** – Options presented included Series B, C, D, E, E(M), F; Helvetica Regular or Helvetica Black (bold); Highway Classic or Clearview Classic are currently used on VDOT signs

Laurie H. suggested that ARB should provide guidelines on composition, font size and variety within different types of signs. E.g., all caps vs. initial caps

Brenda asked Laurie H. to work on guidelines based on a font family. Laurie agreed to provide several options along with guidelines which ARB can then modify as necessary for the next meeting.

Street name sign samples were discussed and three were selected to serve as inspiration for choices. The style generally selected was traditional; hanging but without fleur de lis, possibly with minimal scrollwork. Shape should be a more historic rectangle with finial on top of the mounting pole. Staff will come back with more information at next meeting.

**Town Council Report** - Laurie H. gave a brief overview of discussions at the last meeting.

**Planning Commission Report** – Darryl H. provided a brief update, mostly about the new parking proposal.

**Chair Report** – Brenda recommended tabling a discussion of Code revisions, possibly until September meeting.

Meeting adjourned 8:41 pm