



TOWN OF ACTON
DESIGN REVIEW BOARD

Review Memorandum: Town of Acton Signage Proposal

November 7, 2024 In-Person Meeting, Room 09, Town Hall

Design Review Board (DRB) Members in attendance: Peter Darlow (Chair), Holly Ben-Joseph, Tom Doolittle, and Richard Keleher

Documents Reviewed: 8.5x11 color copy with different signage showing.

DRB comments:

1. The DRB prefers all formats of the proposed wayfinding signage to not include an arched top. The arch, where used, is 'Acton' arch is difficult to read/interpret and distracts from the message on the signboard. Less is More.
2. The DRB finds the color palette pleasing and easy to read.

Respectfully submitted,

The DRB

Distribution: Select Board, DRB

The mission of the Design Review Board is to promote attractive development in Acton and enhance the overall quality of life for Acton residents. The DRB serves the Board of Selectmen in an advisory capacity regarding proposed commercial development and may, at the request of other Town Boards, provide design guidance on certain non-commercial development within the jurisdiction of the other Town Boards. To that end, the Design Review Board publishes Design Review Guidelines for the Town for mixed-use, commercial and residential developments of 4-or-more units