

**Sudbury Design Review Board Minutes  
February 8, 2017**

**DRB Attendees:**

**Paula Hyde  
Jennifer Koffel  
Deborah Kruskal  
Susan Vollaro**

**Applicant:**

**Marhama Alvi-Shah, Sudbury Dental Excellence**

The applicant presented a revised sign design with the graphic print-mounted on a white acrylic or MDO base to eliminate the concern of snow accumulation behind the free-standing letters shown in the first design.

Ms. Vollaro voiced concern that the new sign dimensions might be beyond the maximum allowable size but it was determined that the new size was still compliant.

The proposed sign in the mockup photo was positioned very close to the window frame and Ms. Koeffel recommended that the sign be moved up a few inches.

Ms. Koeffel also questioned the size and positioning of the word "Sudbury" which appeared more prominent in the graphic than the words "Dental Excellence" which describe the nature of the business. Discussion followed with suggestions made for changing font types and graphic and word positioning to better convey the nature of the business from the street.

Ms. Kruskal made the motion to approve the sign with the recommendation to make Dental Excellence the primary words instead of Sudbury and to move the sign upwards, away from the window frame corner.

The motion was seconded and approved unanimously.

Ms. Kruskal suggested that the applicant might consider a different shade of blue (to replace Pantone 2935 CP); one that would be more in keeping with the aesthetic of the historic area and therefore more likely to be approved by the Historic Commission.

Ms. Hyde agreed and suggested that a dark blue would also make the words "Dental Excellence" more readable from a distance and thus solve the above concerns.

**Applicant:**

**Louise Mawhinney (New Owner), Duck Soup**

The applicant presented a proposal for the addition of two signs for the purpose of showing unity between the original store area and the additional expanded area which doubles the interior square footage and to make the name more visible from the rear entrance.

Based on the dimensions given on the application, Ms. Hyde voiced concern that the addition of the new signs might be beyond the maximum allowable square footage. After discussion, it was made clear that the linear dimensions of the front and rear footage are 40' each equaling 80'

total. However the size of the existing signs was not known and therefore the Board could not determine the total square footage of the new signage and the existing.

The Board and Ms. Mawhinney discussed ways to achieve her goals without the addition of two new signs:

- 1) Change paint color within the panels above the windows to create a consistent or coordinating band of color uniting the existing and expanded areas.
- 2) Reduce the size and re-use existing rear panel sign and move to more favorable location to the right of the tree and above the new door.
- 3) Utilize the glass doors for decals of the store name. The Board felt that the logo decals in the door transoms were distracting from the above signage and would be better placed directly on the doors themselves.
- 4) Move the hanging sign at the rear to be positioned above the new door.

The Board concluded that if Ms. Mawhinney would like to proceed with her original proposal then it would need to know the measurements of all the existing signs: the size of the panels and the size of the graphics within.

Ms. Mawhinney agreed to reconsider her proposal and come back to us at a later time.

On January 11, 2000, the previous owner was granted a Special Permit for the existing signage. If Ms. Mawhinney returns with a revised proposal, the Board would also like to have a copy of the minutes of the 1/11/00 Board of Appeals meeting and the DRB meeting that proceeded it to better understand the allowances made at that time. According to the Notice of Decision, the reasons for the decision can be found in the minutes of the hearing on file.

**Other business:**

The Board approved the minutes of the following meetings:

November 9, 2016  
December 14, 2016  
January 11, 2017

**The Board adjourned and then joined the Planning Board Public Hearing concerning the Meadow Walk and The Coolidge Phase 2 projects.**