

Sudbury Design Review Board Minutes
Joint meeting with Planning Board
March 8, 2017

Public Hearing: Joint Meeting with the Design Review Board - National Development – Comprehensive Signage Permit- Mixed Use Overlay District - BPR Development LLC – 526 & 528 Boston Post Road (Assessor’s Map K07-0011 & K07-0013)

Present: National Development Project Manager Steve Senna and representative Katie Snyder, Design Review Board (DRB) Chairman Dan Martin and DRB Members Paula Hyde, Susan Vollaro, Jennifer Koffel and Deborah Kruskal

At 7:40 p.m., Chairman Abair opened a Public Hearing regarding the Comprehensive Signage Permit application submitted by BPR Sudbury Development LLC for 526 & 528 Boston Post Road (Assessor’s Map K07-0011 & K07-0013), which was continued from February 8, 2017, and he opened a Joint Meeting with the Design Review Board (DRB). The Board was previously in receipt of copies of a draft “Town of Sudbury Planning Board Notice of Decision Comprehensive Signage Permit,” and a revised Comprehensive Signage Package.

Through a PowerPoint slide presentation, National Development’s representative Katie Snyder stated the applicant has submitted revised plans based on feedback received from both Boards at previous meetings. She reported Avalon has decided to only put “Avalon” on its signage and the Bridges’ signage was modified to better scale their logo on the proposed blue background. Ms. Snyder provided a summary of the revised plans, noting the graphics for the Active Adult Residential component will be provided at a later time. Mr. Morely asked if the Adult Residential sign would be used in the meantime for marketing. National Development Project Manager Steve Senna stated this is a good idea which he would share with the team.

Mr. Senna stated the development team is considering doing something more colorful with the construction fencing, which it has discussed with Building Inspector Mark Herweck. Mr. Herweck stated the applicant would need to request approval for a construction trailer from the Board of Selectmen.

Mr. Morely stated the property site is looking great, and Mr. Hincks concurred.

Ms. Snyder reviewed the formula used for the exterior wall signs was based on frontage square footage. She noted analysis indicated that the proposed sign size is 22% larger, on average, than what is in the Town’s bylaw.

Mr. Hincks noted the project is unique because the signage wraps around, and he asked how much of the 22% is on the non-traditional sides of the buildings. Ms. Snyder stated she did not have that data available tonight.

Chairman Abair asked for clarification regarding the “Dimensional Comparison Analysis” Chart provided for Building 2. Ms. Snyder chose the first hypothetical tenant listed (201), and she summarized the calculations presented.

DRB Chairman Dan Martin stated he and DRB member Jennifer Koffel reviewed the calculations according to the bylaw and they believe the chart contains errors. Chairman Martin reviewed how the numbers should have been calculated. He stated the signage allowed should be approximately 45 square feet, and thus the applicant is essentially asking for 140% more than the Bylaw guidelines.

Ms. Koffel referred to the description of lighting on Page 13 of the revised plans, which she interprets as having a silhouette effect, which would then require further size reductions according to the Bylaw.

Mr. Morely emphasized it has always been understood that this development would be different from anything else in Town.

DRB member Susan Vollaro reviewed how the figures should have been calculated, explaining the maximum for all signs should have been approximately 45 square feet and that the applicant’s interpretation of the bylaw was off.

Mr. Senna emphasized they want to get this right and it is not their intent to set a precedent which is extraordinarily large. However, he also emphasized the overall sign package is not obnoxious, and they believe the proposed signs are an appropriate scale for the height and size of the buildings.

Ms. Snyder reiterated what the development team’s thinking had been.

Mr. Senna emphasized that, in this type of mixed-use development, approximately 50% of the tenants will not be on Route 20, and thus signage is critically important to prospective tenants.

Mr. Morely stated the original intent of the Town’s Sign Bylaw was an attempt to codify a maximum guideline in order to enhance the ability for people to see the stores and to have some conformity for Route 20.

Chairman Martin stated the proposed plans suggest two to three-foot letters in some instances, and he noted this just does not exist anywhere else in Town.

Ms. Snyder asked if the DRB had a recommendation for what would be considered as appropriate to help guide the development team. Mr. Morely suggested the applicant could work with the DRB on this.

Mr. Senna suggested removing this one aspect from the Comprehensive Signage Package so the remainder of the application could move forward to approval. He also stated they would be happy to work with the DRB.

Mr. Carty suggested the applicant could possibly work to reduce the size of the signs for the businesses on Route 20 and help the retail tenants in the rear with larger signage.

Ms. Koffel asked the applicant to also consider front lighting for the signs instead of internal lighting. She also stated the DRB does not think the proposed signage package is obnoxious in any way, but it does think it is out of scale.

DRB member Debbie Kruskal stated the most concerning item for her is the proposed internal lighting. She suggested projections signs, as found in Concord, could possibly be considered. Mr. Senna referenced #4 in the regulations, wherein the applicant has asked for the ability to have projecting signs.

Mr. Senna noted it was anticipated at the time of the Mixed-Use Overlay District (MUOD) approval that possibly the entire comprehensive signage package would not be submitted at one time. Thus, he believes the Board could approve everything else presented tonight with the exception of Page 13. Mr. Senna highlighted the applicant followed a comprehensive MUOD approval process where signage renderings were shared at Town Meeting. He further highlighted the applicant has a unique and substantial financial arrangement which has been negotiated with the Town for the flexibility it has been awarded, including for signage. He emphasized there is no other precedent for this development in Town, but he also emphasized the applicant wishes for it to be contextual.

Mr. Morely clarified that Page 13 would be removed from tonight's package consideration and a separate application would be filed related to it in the future, subsequent to the DRB and the applicant reaching consensus. He also emphasized this development is very different from any other in Town.

Chairman Abair stated the Town wants this development to be commercially successful.

Mr. Morely referenced the Penn flat black stone shown in the renderings, and he urged the applicant to use something more indicative of New England and to incorporate gray stone into the color scheme. Mr. Senna suggested, and the Boards concurred, to have a member of the Planning Board and a member of the DRB review a mock-up sample of the stones to be used. Mr. Morely and Ms. Koffel were suggested as the representatives to do this.

On motion duly made and seconded, it was unanimously:

VOTED: To approve the a draft "Town of Sudbury Planning Board Notice of Decision Comprehensive Signage" regarding the Comprehensive Signage Permit application submitted by BPR Sudbury Development LLC for 526 & 528 Boston Post Road (Assessor's Map K07-0011 & K07-0013) as reviewed tonight, with the exception of Page 13 regarding tenant façade signage, which will be a subject for a future application submission to the Planning Board at a Public Meeting rather than at a Public Hearing, following working sessions between the applicant and the Design Review Board to reach consensus on the this signage component, Chairman Abair, aye, Hincks, aye Morely, aye, Carty, aye, DRB Chairman Dan Martin, aye, DRB member Debbie Kruskal, aye, DRB member Jennifer Koffel, aye, DRB member Paula Hyde, aye, and DRB member Susan Vollaro, aye.

On motion duly made and seconded, it was also unanimously:

VOTED: To close the Public Hearing regarding the Comprehensive Signage Permit application submitted by BPR Sudbury Development LLC for 526 & 528 Boston Post Road (Assessor's Map K07-0011 & K07-0013), Chairman Abair, aye, Hincks, aye Morely, aye, Carty, aye, DRB Chairman Dan Martin, aye, DRB member Debbie Kruskal, aye, DRB member Jennifer Koffel, aye, DRB member Paula Hyde, aye, and DRB member Susan Vollaro, aye.

Joint Meeting with the Design Review Board - National Development – Meadow Walk – Minor Modification to Master Development Plan Permit– BPR Sudbury Development LLC – 526 & 528 Boston Post Road (Assessor's Map K07-0011 & K07-0013)

Present: National Development Project Manager Steve Senna and representative Kate Snyder, Design Review Board (DRB) Chairman Dan Martin and DRB Members Paula Hyde, Susan Vollaro, Jennifer Koffel and Deborah Kruskal

At 8:30 p.m., Chairman Abair continued with the Joint Meeting with the Design Review Board and he opened a discussion regarding a Minor Modification to an Approved Master Development Plan submitted by BPR Development LLC for Meadow Walk, 526 & 528 Boston Post Road (Assessor's Map K07-0011 & K07-0013), which was continued from February 8, 2017. The Board was previously in receipt of copies of a draft "Town of Sudbury Planning Board Notice of Decision Minor Modification to Master Development Plan."

Ms. Donoghue stated no new information has been received to the file since the last Meeting.

Ms. Snyder stated the applicant's Counsel has worked with Ms. Donoghue and Town Counsel to agree on language for the draft Decision, and they are comfortable with the draft which has been distributed for tonight's Meeting.

Chairman Abair stated he was impressed with the draft Decision's format and content.

On motion duly made and seconded, it was unanimously

VOTED: To approve the draft "Town of Sudbury Planning Board Notice of Decision Minor Modification to Master Development Plan" as reviewed tonight regarding the Minor Modification to an Approved Master Development Plan submitted by BPR Development LLC for Meadow Walk, 526 & 528 Boston Post Road (Assessor's Map K07-0011 & K07-0013).

At the close of this agenda item, Mr. Senna provided a brief update on the development project, noting work is proceeding to demolish Buildings #1 and #5, to continue construction on Whole Foods and to construct the two main access driveways. He stated work for Avalon Bay would likely follow in May or June. It was mentioned there has been talk that Whole Foods is trying to open in July. It was also noted there are three leases pending with prospective tenants.

At 8:45 p.m., the Joint Meeting of the Design Review Board and the Planning Board was adjourned.