

Minutes
March 14, 2018
Sudbury Design Review Board

Present: Dan Martin, Jen Koffel, Deborah Kruskal, Susan Vollaro

TJ Maxx/HomeGoods was represented by Heather Dudko.

- The applicant proposed replacing one primary and two secondary signs at TJ Maxx, with new signs that add HomeGoods to the logo.
- The proposed primary sign would have aluminum letters painted white with a painted red rectangle behind the letters on the exterior wall. The board explained that even though the red area was not a physical addition to the wall, it would be considered part of the sign. Even though there were no dimensions provided for the red area, based on the size of the letters, it was clear that it would not conform to the size limitations. Given the building frontage, the primary sign should be no larger than 33.75 square feet. If the client were to install the letters only in red, with no background the sign would conform. If they must have white letters with a red background, the whole thing must reduce in size so that it is 33.75 square feet or less.
- One gooseneck light to match existing will be added to the four already above the primary sign. It will be spaced the same as the existing lights. There is already at least one business on the property with five gooseneck lights illuminating a sign.
- The under canopy sign will be replacing the existing one with the same size, materials, and color, but with the updated logo.
- The vinyl letters on the existing directory facing the street will have the vinyl letters replaced with new within the same panel. The board noted that there should be some space between the letters and the edge of the sign, as it was not necessarily shown as such on the proposed photo.

The motion was made to approve the primary sign as presented, but either with red letters only or the entire sign as presented (white letters, red painted background) scaled down to 33.75 square feet or less. The motion included the two secondary signs to be approved as presented. All approved the motion.

The design review board approved the meeting minutes dated February 28th, with some minor edits.