

Minutes
November 7, 2018
Sudbury Design Review Board

Present: Dan Martin, Jim Parker, Susan Vollaro

MooYah was represented its owner Barry Lattuca, as well as Bart Steele of ViewPoint Sign and Awning. The applicants are requesting to install three wall-mounted signs, two blade signs, and awnings within the Meadow Walk Sudbury development.

The wall-mounted signs presented were internally illuminated, with the two primary signs sized at just under 32 square feet, and one secondary sign sized at just under 25 square feet. The business has three exterior facades, and one sign would be on each façade, as allowed in the bylaw. The proposed sizes fall within the allowable sizes for illuminated signs, the max primary sign size in this location being 32 square feet, and the max secondary sign being 25.6 square feet.

The board confirmed that the “MooYah” letters were internally illuminated channel letters and the white space surrounding them would be opaque, non-lit backer panels, as lightboxes are not allowed in the bylaw.

The two primary signs as presented were set to be placed on the north and south facades, with the secondary sign on the west façade. The board suggested that the second primary sign could be placed on the west façade instead, since that side of the building has more visibility, and then the smaller secondary sign would be placed on the north side, away from Route 20.

The two blade signs presented were non-lit 24” diameter circular signs and conformed to the size and location requirements.

Seven solid black awnings were proposed that do not have any lettering or logos.

The motion was made to approve the signs as presented with the option to switch the secondary sign on the west façade with the primary sign on the north façade.

The Board approved the meeting minutes from October 24, 2018 with some minor edits.