

Minutes
December 5, 2018
Sudbury Design Review Board

Present: Jen Koffel, Jim Parker, Susan Vollaro

Absent; Dan Martin, Deborah Kruskal

Applicant: **Date and Time**
 5 Concord Rd.

Date and Time was represented by owner Antoine Abeddy, as well as consultants Michael Sanra and Ritsa Konstantinidis. The applicants are proposing exterior building changes as well as new signs. They will be occupying approximately one half of the building.

Exterior Lighting Changes:

The proposed changes include adding LED lighting strips in the roof soffits on the Boston Post Road side and a portion of the Concord Road side of the building. The lights will be continuous and concealed in channels, providing a uniform glow to the side of the building. The existing sconces will also be replaced with smaller ones. Existing gooseneck lights will be removed. The new planters will not have any lighting, contrary to what is indicated on the submitted drawings. The parking lot lighting will not be modified.

Site Plan/Other Exterior Changes:

The sidewalk along the building on the Concord Road side will be extended to the entrance and stairs on the Boston Post Road side. The existing ramp and entry stairs will be upgraded with new railings and possibly new surface material, with the goal to upgrade but also blend in with the existing sidewalk. Planters will be added along the Boston Post Road side, and a raised planting bed will be created surrounding the existing flag pole. At the flagpole location, the planting bed will be surrounded by New England fieldstone with a bluestone cap along the top. The planters will be filled with seasonally appropriate annuals. The siding, trim, and windows will be repainted in gray tones. A door will be removed on the Concord Road side and will be infilled to match existing.

The board felt that the proposed changes will enhance the overall look of the building, and the sidewalk and stair modifications will improve access to the building. It was noted that the base of the pilaster on the entry corner should be raised to match adjacent ones when the sidewalk is extended.

Proposed Signage:

Two signs on the Boston Post Road sign were proposed, one with the name of the establishment totaling 15.7 square feet and one with the Rolex logo totaling approx. 5 s.f. Another sign was proposed on the west façade with the name of the establishment totaling approx. 25.3 s.f. All signs will be individually mounted non-lit channel letters and will be slightly offset from the facade. The Rolex sign colors and material (painted aluminum) are dictated by Rolex. The other signs will be black solid core PVC. The owner is not proposing any sign on the freestanding monument sign.

According to the bylaws, when establishing maximum sign size allowances, the building frontage can only be included on sides with a public entry. The nature of this business only allows one entry location, so only the Boston Post Road building frontage is used. With a building frontage of 120 linear feet, a maximum of 48 square feet are allowed for signs, with the primary sign maximum size of 36 square feet. The proposed signs total 46

square feet, so they conform with the bylaws. The board strongly suggested having a sign on the east façade of the building, where there is much more exposure to the public, and likely many clients will be approaching from this side. The owner indicated that the landlord had reservations about having a sign on this side. If the owner chooses to add a sign on this façade in the future, they would need to seek a variance.

A motion was presented to approve the signs as presented with a recommendation to reconsider incorporating a sign on the east façade. All approved the motion.

****The Board contacted the applicants after the meeting because of a discrepancy in the measurements. The applicant sent revised sign dimensions, received December 6, to conform to the bylaw.**

**Applicant: Viewpoint Sign & Awning on behalf of Town Line Hardware
84 Boston Post Rd.**

Town Line Hardware was represented by Margaret Vosburgh of Viewpoint Sign and Awning. The applicant proposed replacing existing paint manufacture logo signs with an updated logo in the same size and location. The existing signs do not conform to the current bylaws but were erected prior to the adoption of these bylaws and are allowed to be maintained. One of the logo updates is on a freestanding lightbox sign. The current bylaws do not allow lightbox signs, and to the board's knowledge the owner does not currently light up the sign. If the establishment wishes to have the sign function as a lightbox sign, there would need to be verification with the town records to see if a variance is required or if the town previously granted permission to light up the sign. The existing storefront sign had the logos of two different paint manufacturers on either end of the sign, and the proposed changes now have two identical logos from one paint manufacturer. The board strongly suggested that only one copy of the new logo be placed on the sign.

A motion was presented to approve the updates as presented with the strong recommendation to remove one of the logo panels on the façade sign. All approved the motion.

**Applicant: Signarama on behalf of Paani Indian Cuisine
530A Boston Post Road
Meadow Walk Development**

Paani Indian cuisine was represented by Jeff Newman of Signarama. The applicant proposed one primary sign and one secondary sign as well as two blade signs, awnings, and multiple window signs.

The exterior wall signs will be individually mounted halo lit letters. The letters themselves will be lit up, and there will be a white back-lit effect. The letters will be a dark blue color. Both exterior wall signs will be the same, except one sign will be reduced in size. There will be an awning over every window, and the awnings will be a blue similar to, but not the same as, the sign color. The actual finishes were not presented.

The building has frontage on three sides, each side exceeding 40 linear feet, so the allowed maximum primary sign size is 40 square feet. Since these signs are halo signs, this number is reduced by 20%, with a maximum primary sign allowed at 32 square feet. The proposed primary sign is 31.9 square feet. A secondary sign was proposed at 25.6 square feet. This exactly matches the allowed secondary sign size (32 s.f. minus 20%). Since

this building has three facades, another primary sign is allowed in the future. The proposed signs conform to the Meadow Walk sign parameters.

There will be two blade signs, one at the each corner of the establishment. The proposed blade signs are circular measuring 2 feet diameter, and they also conform to the size requirements.

All windows will have solid blue awnings with no letters or logos.

There will be vinyl window signs with the business logo and some additional text at each entry door. This is significantly less than the 25% of storefront window signage that is allowed.

There is no sign with the full business name on the customer entrance side of the building. The board strongly recommended having some sort of sign on this façade with the full business name. If this were to be a window sign (on the transom window over the front door, for example), it would not need to go before the board for approval.

A motion was presented to approve the proposed signage with the strong recommendation to consider adding a sign with the full business name on the entrance side of the building, either on the wall, awning valance, or window. All approved the motion.

The board approved the minutes for the meeting dated November 7, 2018.

The board reviewed the proposed meeting dates for 2019 and changed the November dates to Wednesday, November 6th, and Wednesday, November 20th. The meeting scheduled for December 25th was removed.