

Meeting Minutes
June 12, 2019
Sudbury Design Review Board

Present: Deborah Kruskal, Jim Parker, Susan Vollaro

Absent: Jennifer Koffel, Dan Martin

Applicant: ROG + Partners
383 Boston Post Rd., Suite 201

ROG + Partners was represented Ian Rusk. The applicant is proposing 24" wide x 14" high two-sided wood projecting sign to replace an existing sign from the previous tenant. This is a second floor business. At 2.3 square feet, the sign conforms to the town bylaws. No lighting was proposed for this sign. The board suggested that the address on the sign be reduced in size, allowing the business name/logo to be more centered in the sign.

A motion was presented to approve the signs as presented. All approved the motion.

Applicant: Lisa Sawchyn of Imageone Industries on behalf of Santander Bank
526A Boston Post Rd.

Santander Bank/Imageone Industries was represented by Tom Gianni of Imageone and Ray Palmer, of Santander Bank. This business will be located in the Meadow Walk Development, and therefore is subject to those standards. The applicant is proposing internally illuminated signs, as well as awning signs, blade signs, and window signs as per the following:

North Façade (facing the parking lot)

The northern facing building frontage of the tenant is approximately 31 feet long. This is being considered as one of two allowable primary sides, so the maximum total sign square footage is 31 square feet. The awning sign area is included in this total allowable s.f. On this façade, the applicant is proposing an internally illuminated sign totaling 39.17 square feet as well as two signs on the awning valance, totaling 2.16 square feet. An internally illuminated blade sign was also proposed, totaling 4 s.f.

The original application described the main sign as internally illuminated channel letters mounted to a red aluminum panel. However, at the meeting, the applicant indicated that they are instead proposing that the entire sign be illuminated. The board informed the applicant that this would be considered a "light box" and is prohibited per the bylaws. The applicant agreed to withdrawal this change and go back to the original design with internally lit channel letters on the application. The board also informed the applicant that since this is an internally illuminated sign, the allowable square footage is reduced by 20 percent, so the allowable square footage for this sign is 24.8 square feet. Therefore, the proposed 39.17 s.f. sign does not conform to the bylaws. The applicant felt that this size was too small and was informed that if they want to pursue a larger sign than allowed according to the bylaws, they could apply for a variance. Two of the three board members stated that they would not support a variance for the 39 square foot sign proposed.

The proposed blade sign is 2' x 2' and internally lit with the bank logo and a red background. The Board notified the applicant that this sign would also be considered a light box and would also be prohibited. If they choose to only have the logo lit, then this would be allowed, but as it is an internally illuminated sign, the total square footage would need to be reduced by 20 percent, allowing a 3.2 square foot blade sign. The applicant indicated that they do not need to have this sign internally illuminated, so they will instead propose a 2'x2' non-illuminated sign.

South Façade (facing Boston Post Road)

The proposed wall mounted, awning, and blade signage on the south façade is identical to the north façade. This would be considered the second allowable primary side. The building frontage of the south façade was not indicated on the drawings, but the applicant informed the board that it was the same length as the north façade building frontage. Given that information, all of the Board's comments for these south façade signs are identical to the feedback on the north façade.

On the south façade, the applicant is also proposing window signs covering 100% of the glass windows and door. These signs would have the logo as well as descriptive words relating to their business. According to the bylaws, the window signs cannot exceed 25% of the aggregate window area. The board discussed if "aggregate" referred to all windows on all facades combined, or all windows per façade and determined that the intent of the bylaw was per façade. Therefore, the proposed signs do not conform. The applicant informed the board that they need to have the glass covered due to privacy for the bank, and asked if it would be allowable to cover this area with a solid color or frosting. The board informed the applicant that as long as there are no logos or text, this would no longer be considered a sign and would not be bound by the restrictions of these bylaws.

East Façade

The east façade would have what would be considered as a secondary sign. The building frontage on this side is 70'-7", but per the bylaws, the secondary sign face area is equal to the smallest primary sign, reduced by 20 percent. This would allow for a maximum of 24.8 total signage square footage of signage on this façade. The proposed wall-mounted sign would not be internally illuminated, and would be surface-mounted letters and logo for the bank. Taking a rough estimate along the outline of the letters and logo, the sign surface area would be roughly 16.7 square feet. This, plus the 3.3 s.f. total surface area of the awning valance signage equals 20 s.f. total on this façade. This conforms to the bylaws.

The applicant is going to discuss all of the above comments with Santander Bank and return to the Board with proposed changes, so no formal vote was taken.

**Applicant: Aubuchon Hardware
 505 Boston Post Rd.**

Aubuchon Hardware was represented by Michael Mattson. The applicant presented a revised sign after taking into consideration the Boards comments from the May 15, 2019 meeting. The new proposed sign would be freestanding surface-mounted 1.5 inch thick letters that would not be internally lit. The proposed sign consisted of the words "Aubuchon Hardware" along one line. The overall size of the sign would be 26'-10" wide x 1'-4" high, totaling 35.7 square feet. The applicant is no longer proposing signage on the awnings. At the May 15th

meeting, the board determined that the maximum sign allowance was 48 square feet, with the maximum primary sign being 36 square feet, as long as it was not internally illuminated. Therefore, the sign conforms to the bylaws. The board felt that the overall sign design was also an improvement from the previous design, allowing the business name to be more easily read.

A motion was presented to approve the sign as presented. All approved the motion.

**Applicant: Aruna's Place
 8 Stone Rd.**

Aruna's Place was represented by owner Aruna Pundit, contractor Joe Kelleher, civil engineer Bruce Saluk, and architect Chris Adcock. The applicant proposed a revised design moving the addition to the south side of the building. The proposed addition would be single story, roughly 24' x 36' and would run perpendicular to the existing building, creating an L-shape. The existing entry doors would also be revised to be handicap accessible. The addition would have two exists, one of which would be ADA compliant. The Board all agreed that this was an improvement to the previous design.

According to the site plan, the south facing entrance to the addition opened directly into a paved walkway that surrounds the play area. The door swings into the walkway. A concern was made that this could be a hazard if the door is opened just as a child is running along the walkway in this area.

The board felt that the addition created a very long, plain façade along the south side. Suggestions were made to break up this long stretch, possibly by raising the roofline in all or part of the addition or creating a dormered roof over the new entranceway. The Board also suggested more windows be added in the addition. This would break up the façade more, as well as allow more natural light in and better match the feel of the existing building.

The board approved the minutes for the meeting dated May 15, 2019.