



Town of Sudbury

Design Review Board

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Meeting Minutes October 9, 2019

Present: Deborah Kruskal, Dan Martin, Jim Parker, Susan Vollaro
Absent: Jennifer Koffel

Applicant: Fresh n' Clean Dry Cleaning and Tailoring, 420 Boston Post Rd

Fresh n' Clean was represented by Walter Enright of Sign Right. The applicant is proposing a 24" x 120" wall-mounted sign made of MDO plywood with vinyl letters. The sign will match the size and shape of the building standard for tenants. The business is a chain with its own logo standards. The building frontage is 21 linear feet, allowing 30 sq. ft. of signage with the primary sign maximum at 22.5 sq. ft. At 20 sq. ft., the proposed sign conforms to the town bylaws.

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

Applicant: Goswick Eye, 415 Boston Post Rd.

Goswick Eye was represented by Corey Walker of Signarama. The applicant is proposing two wall-mounted signs over each entrance to the establishment. The sign over the Boston Post road entrance is proposed to be 24" high by 120" wide (totaling 20 s.f.), and the sign adjacent to the parking lot entrance is proposed to be 24" high by 108" wide (totaling 18 s.f.). There was some discussion over which entrance was considered the primary entrance, in order to determine the total allowed sign square footage. The board determined that for this business, the primary entrance is the one that faces Boston Post Road because it will be more visible to the general public. Given this determination, the building frontage was calculated taking the full 46 linear feet Boston Post Road-facing side plus 40% of 9 linear feet facing the parking lot. This totals 49.6 linear feet of building frontage with the maximum sign area at 36 sq. ft.; 27 sq. ft. being the maximum size of the primary sign. The proposed signs, totaling 38 sq. ft. are two square feet above the maximum allowable, so the board cannot approve the signs as presented. The applicant explained that the intent was to create uniformity, matching the sign size to already approved signs for other businesses (Verizon and The Nails) that will be on the same façade and in close proximity to each of these signs. The board recalled that there was discussion during the Verizon applicant meeting about possibly making that sign smaller, so a recommendation was made to the applicant to verify that final sign size with the building owner, if the intent is to match the size. The board advised the applicant that if the overall sign square footage was reduced by 2 square feet, the signs would conform to the bylaws. If the applicant is required by the building owner to match the sign sizes with others on the building, and this total size still exceeds the maximum, they will need to apply for a special permit.

A motion was presented to approve the signs provided that the two signs to not exceed the total allowed size of 36 square feet. If the applicant decides to reduce the size of the signs, new drawings must be submitted to the town for recording purposes. All approved the motion.

If the applicant is required to match sign sizes with existing by the building owner, and this causes the total requested square footage to exceed the maximum allowed by 2-3 square feet, the board would recommend that the special permit be granted, as long as this will allow the sign sizes to match existing on each façade.

The board approved the minutes for the meeting dated September 25, 2019.

The board then joined the Planning Board at Town Hall for a joint session to review the Buddy Dog Humane Society, 151 & 183 Boston Post Road site plan.