



Town of Sudbury

Design Review Board

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Meeting Minutes

June 10, 2020

Sudbury Design Review Board

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

Applicant: Sudbury Med Spa
423 Boston Post Rd

Sudbury Med Spa was represented by business owner Chris Alfonso and Carol Fournier of Fastsigns. The applicant proposed wall-mounted acrylic letters and a larger logo to replace their existing sign. The new sign is a redesign of existing, and will utilize the same sign style as before. The overall dimensions are 34" x 93.8", totaling 22.15 sq. ft. The business building frontage is 20 linear feet, allowing 33 sq. ft. of signage with the primary sign maximum at 24.75 sq. ft. At 22.15 sq. ft., the proposed sign conforms to the town bylaws. There were originally four gooseneck lights over the existing sign, but one was relocated by the property owner. This light will be replaced with new to match the other three. The board liked the redesign and felt that the additional descriptive words below were acceptable and appropriate to help communicate the services rendered.

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

Applicant: Gulf
470 Boston Post Rd.

Gulf was represented by Matt Ludwig of Branded Image Group. The applicant is proposing some cosmetic changes to the canopy/gas pump area as well as a new freestanding sign. Gulf has an existing roof-mounted sign on the main building that would be removed. With regards to the cosmetic changes to the canopy, the applicant proposes removing the hip roof and repainting the remaining canopy. The Gulf logo will be replaced with their new branding on the fuel pumps, and pump identification number signs will be added. As per the bylaws, section 3256, fuel pumps do not require a sign permit. The board had no objection to the removal of the hip roof. The proposed freestanding sign is 10'-2" wide by 5'-0" high, and sits 3'-0" above the ground. This sign consists of 5'x5' Gulf logo, and a 5'x5' orange square with 18" high LED lights indicating the current gas price. The property frontage is 160 linear feet. The town bylaws only allow freestanding signs for properties with at least 250 linear feet of frontage. This sign will require a special permit from the Zoning Board of Appeals. Given the property frontage, any new freestanding sign would be limited to 20 square feet, and would need to be placed a minimum of 12' from the front of the property, and 5' from the side. The proposed sign is 50 square feet. The board felt that this size was much too large. Mr. Ludwig suggested that they could easily downsize the sign to 8'-0" x 4'-0", totaling 32 square feet, but the board felt that this

was also too large given the lot frontage. The board would recommend to the ZBA that a freestanding sign would be appropriate for this business, even with the smaller property frontage, but that the sign should conform to the 20 square foot size limit. The applicant is going to rework the sign to be smaller and have a vertical orientation, and will submit this design directly to the ZBA for approval. The board reminded the applicant that there is a 10' height maximum for freestanding signs.

The board notified the applicant that the sign cannot be internally illuminated, and cannot be lit up between 11PM and 6AM. The sign as presented has the capability to be internally illuminated, but given the restriction of the town's bylaws, they would front-light the sign instead. The LED gas price lighting is dimmable.

The applicant indicated that the sign will be installed on the southwest corner of the lot and would follow the required setback minimums, but the plot plan submitted did not show the sign location. The board felt that this location, as described, would work best on the site as long as it did not interfere with sightlines to the next door business west of Gulf.

No motion was made.

Ms. Kruskal indicated it was time for her to step away from the Design Review Board and she planned to officially resign as member.

The board approved the minutes for the meeting dated May 6, 2020.