



Town of Sudbury

Design Review Board

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Draft DRB Minutes
September 9, 2020

Present: Susan Vollaro, Dan Martin, Chris Alfonso, Jennifer Koffel, Jim Parker

Pulse Laser

418 Boston Post Rd

Jeff Newman presented an application for a wall sign. The business is located on a second floor and is thus limited to a ten square foot sign. The proposed sign is non-conforming because it exceeds that size. Mr. Martin informed the Board that he had asked Adam Duchesneau whether the sign it was replacing would permit the continuing use of a non-conforming sign but that Mr. Duchesneau was unable to find any ZBA record for approval of the previous sign.

The Board informed Mr. Newman that the sign will require ZBA approval. The Board unanimously agreed that the sign as proposed would be appropriate given the other signage on the building and the nature of the sign band.

Four members of the Board expressed a desire for more attention to the design of the sign. They found the wording on the right side of the sign was not particularly attractive because of the type face and layout. They particularly found it in visual conflict with the "Pulse" logo on the left of the sign. The Board recommended that a more thoughtful design for that content would be preferable.

The Board voted unanimously to recommend that the ZBA grant a variance for the size of the sign.

Miscellaneous

The Board approved the minutes of August 26, 2020.