



# Town of Sudbury

## Design Review Board

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### Meeting Minutes February 10, 2021 Design Review Board

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

#### Applicant:

#### **Agnoli Sign Co on behalf of 554 & 560 Boston Post Rd, Proposed Self Storage Facility**

The proposed self-storage facility was represented by property owner Quentin Nowland and Christina Moreau of Agnoli Sign Co. The property is zoned as residential, so a special permit will be required for these signs. The applicant proposed two wall-mounted signs consisting of illuminated channel letters as well as a freestanding monument sign. The business does not have a name yet, so the proposed signage letters spell out "Future Tenant". Measuring these letters, the proposed primary sign on the west façade is 24"x260" totaling 43.33 s.f., and the secondary sign on the east façade is 160"x57" totaling 43.13 s.f. The client is aware that since the sign is made up of freestanding letters, the actual size of the sign will not be determined until a name is set but came to the board to present this draft in order to garner feedback. The freestanding sign presented is 60"x40" totaling 16.6 s.f. with gooseneck lighting and is proposed to be set back 10 feet from the property line.

For the purposes of continuity with the town bylaws, the board compared the proposed signs to that of what is allowed in a business district and advised the applicant that the signs as presented would be too large to conform. The building frontage is 160', plus 40% of the secondary frontage of 235' equals 254 linear feet, allowing a maximum signage allowance of 65 square feet. The maximum primary sign size is 48.75 s.f., but reduced to 32.5 if self-illuminated. The freestanding sign at 16.6 s.f. is also included in the total signage allowance. Because of this, if there is no secondary sign, a self-illuminated sign at 32 s.f. with a freestanding sign at 16 s.f. would conform to the bylaws. If a secondary sign is included, the square footage would be reduced even more.

There was discussion among the board if any wall-mounted signs were even necessary for this type of business. Several members of the board expressed misgivings about permitting so much extra signage in a residentially zoned location. All agreed that the proposed sign on the east façade was so far set back from the street that it would hardly be visible from Boston Post Road, especially with the trees along the property line. Looking at the site plan, the main office is in a separate building, and access to the main building is not intuitive. The board suggested that some signage square footage might be used for a smaller sign at the second building so clients understand that this is part of the business. It was also suggested that directional signs would be

helpful. The applicant was advised that directional signs are not included in the total sign allowance, but the Design Review Board does review these signs also.

All agreed that the freestanding sign would be a good beacon for the business. The lot frontage is 252 linear feet, and the maximum allowable sign size is 24 square feet, so the size conforms. If the sign face does not exceed 16 square feet, then the minimum setback is 8 feet, so the proposed 10-foot setback would conform.

The applicant will review these suggestions and return to the board with their revised sign application when they have finalized on their business name.

**No motion was made.**

**In lieu of signing the Design Review Board's portion of the 2020 Annual Town Report, a motion was made to approve the draft presented in the packet. All approved the motion.**

**The board approved the minutes for the meeting dated January 13, 2021.**