



Town of Sudbury

Design Review Board

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Meeting Minutes **July 28, 2021** **Sudbury Design Review Board**

Meeting format: Zoom Conference Call
Present: Chris Alfonso, Jim Parker, and Susan Vollaro

Review Proposed Signage

Applicant: Sudbury Rug & Home
15 Union Ave

Sudbury Rug & Home was represented by employee Natalia Denisevich. The applicant presented two new wall-mounted signs in addition to the existing wall-mounted sign over the business entry. One 4'x3' sign would be mounted on the façade facing Boston Post Road over an unused door. The other 2'x6' sign would be mounted on the south facing façade mounted sideways by the top corner of the building. According to the bylaws, this building would be allowed a total signage allotment of 36 square feet. The two new signs total 24 s.f., and the existing sign size is unknown. The applicant did not receive mock-ups from the signage company, so they submitted their own depictions of the new signs that were not to scale and not necessarily an accurate depiction of the sign as it will look. The board informed the applicant that an accurate preview of the sign will be necessary for them to know exactly what they are getting as well as for the board to be able to provide feedback on the signs. The applicant will obtain the sign preview from their supplier and will return to the board to present again. The applicant will also need to provide the size of the existing sign so that the board can confirm total area compliance with the bylaws.

No motion was made.

Review Proposed Signage

Applicant: Sydney's Hair Salon
339 Boston Post Road, Suite 2

Sydney's Hair Salon was represented by owner Jennifer Gill. The applicant presented a new 42" wide by 30" high wall-mounted aluminum sign in the same location as the existing sign. The proposed sign would be mounted on their side of the building entrance, which is shared with the adjacent business. At 8.75 square feet, the sign conforms to the bylaws. The board felt that the overall look of the sign was a nice, modernized improvement that will be much easier to read than the existing wall-mounted letters which blended in with the brick façade. There was talk over whether the sign would be partially blocked by a nearby post and parking sign, but there is no better place to locate the sign. The board notified the owner that as per the town bylaws, they

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can additionally install a window sign on their large window as long as it takes up less than 25% of the window area. A window sign would not need a sign permit.

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

Review Proposed Signage

**Applicant: Citizen's Bank
450 Boston Post Road**

Citizen's Bank was represented by Damiane Handa and Tracey Diehl. The applicant presented several new wall-mounted signs, new awnings, new directional sign, and an update to the existing freestanding monument sign as part of a project updating the logo and overall look of the building. The building frontage along the entrance (east) façade is approximately 42 linear feet, allowing a total sign area of 36 square feet. The requested signage far exceeds the maximum signage area and would require a special permit from the ZBA. Additionally, the existing freestanding monument sign was initially allowed as part of a special permit, so this must be amended to allow the requested changes. The following signs were presented:

South Façade – Wall mounted letters & logo, 4'-8" high x 7'-4" wide overall, plus a 3'x3' wall mounted logo, plus four new awnings, two of which will have the logo printed on it. The awnings will all be lit from the top.

East Façade – Wall mounted letter & logo, 4'-8" high x 7'-4" wide overall plus one awning with the logo printed on it. The awning will be lit from the top. A door plaque with the name and hours, of a size only described as "less than four s.f.", would also be mounted next to the front entrance.

West Façade – Illuminated drive up ATM topper with the bank name on three sides, non-illuminated wall mounted drop surround with the bank name, and 1.3 s.f. directional sign indicating the drive-up ATM lane

Additionally – Freestanding directional sign totaling 4.58 s.f. and a 32.58 s.f. monument sign which may be illuminated, but the applicant was unsure if the sign would be internally or externally illuminated.

The board noted that the sign square footage totals were way beyond the allowable totals. Per the bylaws, sign square footage allowance would include all the wall-mounted signs as well as the awnings with logos. Awning sizes were not provided, so the total proposed sign area could not be determined. However, the applicant was also informed that because the wall-mounted letters with the small logo on top are individual pieces mounted directly to the façade, the sign area can be determined by boxing out an outline of the pieces (forming an upside-down "T" shape) rather than calculating area by multiplying the overall width times height. This would decrease the proposed size indicated on the sign application.

The board felt that all the wall mounted signs were much more than what is necessary for a building that size, especially given that there is already a freestanding monument sign at this

property. Additionally, Mr. Parker noted that the top-lit awning signs were unnecessary and would be excessively bright. The applicant indicated that the awnings with lights above were wanted by the bank for security but did not elaborate beyond that.

At 4.58 square feet, the directional sign is more than double the max allowable 2 s.f., according to the town bylaws. The board felt that the sign was too large and did not need all the information that was shown. Mr. Alfonso, who is familiar with the layout of the bank access, suggested that this sign could actually be confusing to patrons as it is shown.

The existing monument sign was previously approved via special permit. The sign already exceeds the max bylaw requirements for minimum street frontage, max sign area, and minimum setback distance. The new sign appears to be internally illuminated according to the application, but the applicant was unsure at the meeting. The new sign also does not have the street number as is required. The applicant was informed that as long as there are no changes to the sign, it can remain as per the original special permit that allowed it. They will consider not changing the sign.

The applicant is going to revise the application and return to the board at a future meeting to present the new application.

No motion was made.

The board briefly discussed making suggestions for changes to the signage bylaws in order to clarify some requirements which could be open to interpretation. The board members will review the bylaws and discuss further at upcoming meetings.

The Board approved the minutes for the meeting dated July 14, 2021.