



# Town of Sudbury

## Design Review Board

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### **Meeting Minutes September 8, 2021 Design Review Board**

**Meeting Format:** Zoom Conference Call  
**Present:** Susan Vollaro, Jim Parker, Chris Alfonso

### **Review Proposed Signage Applicant: New City Micro Creamery 534A Boston Post Road**

The New City Micro Creamery was represented by Paul Tucker of Sign Logic and Karim El - Gamal, the business owner. The proposed signage was discussed and reviewed despite the presenters not being prepared to visually present the proposed signage. The business location falls within the Sudbury Meadow Walk Village Retail corridor which allows for two primary and one secondary wall signs and two projecting blade signs. It is proposed that the three wall signs are to be internally illuminated. Paul Tucker assured the board that the design of the three wall signs were not light boxes and that the signs were designed to illuminate only the letters and that the black background would not be illuminated and not show at all when lit. One primary wall sign is to be located on the north facade (facing the parking lot) which contains the customer entrance as depicted in the packet submitted to the board. The other primary wall sign is to be located on the south facade (facing Rt. 20) as depicted in the packet submitted to the board. The one secondary wall sign is to be located on the east facade (facing Mooyah) as depicted in the packet submitted to the board. It was pointed out by the board that the each of the initially proposed wall signs square footage was greater than permitted. The maximal square footage of each of the three proposed wall signs was recalculated as follows so as to conform to Meadow Walk Village Retail parameters. The north facade primary sign 22.4 square feet, the south facade primary sign 22.8 square feet and the east facade secondary sign 18 square feet. Two projecting blade signs were proposed. The one proposed for the north facade with the customer entrance conforms as it is less than 4 square feet in size and is located at the customer entrance. However, the board noted that the blade sign appeared busy with not much contrast between the colors making it difficult to read and suggested that the blade sign composition be simplified. The other projecting blade sign proposed for the north facade was found not to conform as the north facade does not contain a customer entrance. The presenters did not further pursue this blade sign. The board unanimously moved to approve the three wall signs as presented with the revised square footage as noted above and the one projecting blade sign identifying the customer entrance with the suggestion to simplify the blade sign composition.

**Review Proposed Signage**  
**Applicant: Sudbury Rug and Home**  
**15 Union Avenue**

Sudbury Rug and Home was represented by employee Natalya Denisevich. The proposed signage presented was revised since the prior presentation before the board on July 28, 2021. As noted previously the business frontage is reported to be 53 linear feet which would allow a maximum of 36 square feet of signage. It is proposed by the applicant that the existing 16 s.f. sign located over the customer entrance on the south facade remain unchanged. Therefore, the maximum square footage that is allowed for new signage is 20 square feet. For the south facing facade a 60 x 20 inch (8.333 s.f.) vertically oriented second sign was proposed to be located on the facade close to Union Avenue side corner. The board suggested that this sign be placed high enough on the facade as to be visible when cars are parked in the lot in front of the sign. The board also suggested that the sign composition be improved with more equal spacing between the lettering and the sign borders. For the east facade facing Union Avenue a 4' x 3' (12 s.f.) sign was proposed to be located within a contrasting gray colored rectangular space distinct from the red color of the brick building facade. This proposed sign is to be located over an unused door. Given the location of this sign over an unused door, the board again stressed the need to have visible signage making clear for customers that the unused door is not a customer entrance. As with the previously discussed sign, the board suggested that the composition of this sign be improved with more equal spacing between the lettering and the sign borders. The dimensions of the sign should be resized (with the sign square footage remaining equal to or less than 12 s.f.) by increasing the width and decreasing the height so as to improve the sign composition. This should be done so that the sign fits symmetrically within the contrasting gray rectangle. (The gray areas bordering the sign should be approximately equal.) As the combined proposed new signage square footage is slightly greater than what is allowable by 0.333 s.f., the board advised decreasing the new signage by 0.333 s.f. and suggested that the width (shorter dimension) of the vertically oriented south facade sign be slightly reduced to achieve conformity. The board unanimously moved to approve the signage as presented provided that the new additional square footage be decreased by 0.333 s.f. and with the suggestions that the signs be altered as noted above to improve composition, legibility and aesthetics.

**Meeting Minutes August 18, 2021:** The minutes were reviewed from August 18, 2021. It was decided that more clarity of the review of the proposed Citizens Bank signage be provided in the minutes. Susan Vollaro will make minor alterations to the wording of the minutes and will add documentation of the proposed and allowed square footage for the signs proposed for Citizens Bank, 450 Boston Post Road.

**Addendum to Meeting Minutes August 18, 2021:** At the meeting on August 18, 2021, a revised application for signage by Citizens Bank, 450 Boston Post Road was reviewed. This included review of proposed new ATM signage to be located on three sides of the ATM. An internally illuminated sign with the text “Citizens” was proposed for the west side of the ATM. This would be visible by east bound traffic on Route 20. It is proposed to be illuminated when in service which would be 24 hours a day seven days a week. After the meeting in an email to the board chairperson, Andrew Lewis, the building inspector for the town of Sudbury provided clarity as to his interpretation of the town bylaws regarding ATM internally illuminated signage. With regard to total allowable signage if the signage is part of and connected to the dispensing device it would not count towards total allowable signage area. With regard to 24/7 illumination of an integrated internally illuminated ATM sign if the ATM is accessible 24/7, it can remain illuminated 24/7. In summary the proposed Citizens ATM signage does not count against the total allowable square footage.