



Town of Sudbury

Design Review Board

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Meeting Minutes October 6, 2021 Design Review Board

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

Review Proposed Signage **Applicant: Lexington Eye Associates** **534 Boston Post Road**

Lexington Eye Associates was represented by Liz Busted of Metro Sign & Awning. The applicant presented two new wall-mounted signs and two new blade signs. The original size submission was questioned in Adam Duchesneau's Zoning Review, so the applicant brought to the meeting an updated submission with smaller sizes. The board felt that the Zoning Review's comments were looking for clarifications to ensure that the size conformed to the bylaws, but not necessarily revisions. The board used the Meadow Walk sign parameter guidelines, which boxes out areas, to verify the sign size and determined that initial submission conformed. The original signage proposal provided to the town on 9/3/2021 was reviewed.

The business frontage on the north and south elevations are each over 40 linear feet, so a maximum sign size of 40 square feet is allowed for each of the two primary signs. The applicant is proposing internally lit signs, so this allowance is reduced by 20% with an updated maximum size of 32 s.f. each. The sign would consist of individually mounted channel letters with the company logo preceding the name. The overall length of the sign is 242.25 inches. Of this, 29.25 is the logo at 24" high, totaling 4.9 square feet. The remaining length of the sign, 213 inches consists of 10.5-inch-high letters totaling 15.5 s.f. The total primary sign square footage is therefore 20.4 s.f. each, and this sign size conforms to the bylaws.

Ms. Vollaro questioned the construction of the logo piece, as it seems to resemble a lightbox which is not allowed. The applicant indicated that it would be made the same way as the channel letters, but it would be a solid piece of blue and white plastic that would be lit from behind. There was some discussion among the board as to whether this would be considered a light box. Ms. Vollaro felt that especially at this size, it would have the feel of a lightbox. Mr. Parker felt that since it is only one of several parts of the overall sign, it would not be considered a light box. There have been other applicants in Meadow Walk which had backlit logos that also fell into this grey area. The board did not come to a unanimous conclusion on this, so the building inspector will need to make the final determination as whether this conforms to the bylaws as presented.

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Two 30"x18" blade signs were also presented. These signs, totaling 3.75 square feet would be mounted on each entrance side. The signs conform to the bylaws as presented.

The board felt that no changes to the design of the wall-mounted and blade signs were warranted.

A motion was made to approve the size and design of the sign as submitted in the original application dated 9/3/2021 with the caveat that the building inspector make a final determination on the validity of the logo portion of the sign. All approved the motion.

Update 10/19/2021 The building inspector has determined that the sign, including letters and logo, is back lit channel letters and it does not have a continuous translucent front face panel, it is NOT a light box sign.

Minutes for Approval:

- The Board approved the minutes for the meeting dated August 18, 2021, with the correction of a minor typo.
- The Board approved the minutes for the meeting dated September 8, 2021.

Other Business/Administrative Report:

The board had more discussion about recommending changes to the bylaws. A couple of sections were identified that may be improved by modifications. The board will prepare comments and review them at the next meeting, along with the updated 2021 Zoning Bylaws.