



Town of Sudbury

Design Review Board

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Meeting Minutes **May 11, 2022** **Design Review Board**

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

Review of Proposed Signage
Applicant: **The Goddard School**
437 Boston Post Road

Andy Serrato of Serrato Signs was present to discuss the application with the Board.

The Goddard School is proposing two signs on the facade of the building facing Boston Post Road and the east parking lot.

Ms. Vollaro calculated the square footage to be compliant for the first submission. The original submission was far below the maximum by recalculating the signage square footage. The board agreed that the initial submission square footage was appropriate. The sign face areas were calculated by boxing out an outline around the text and logo per section 3261C of the bylaws. This resulted in the area of the primary sign being 26 square feet. The secondary sign was calculated to be 17 square feet. The total as recalculated is 43 square feet.

There was no street monument sign proposed. Mr. Alfonso mentioned that the monument sign on Boston Post Road is required by the landlord, is the responsibility of the tenant, and is subject to square footage limits. Ceiling blade signs were also mentioned by Mr. Alfonso, but they aren't part of the proposal at this time.

Based on the frontage, 57 square feet is allowed. If a monument sign were proposed, it would have to be 14 square feet total for both sides of the monument. The current monument signs are a fixed dimension and should likely not exceed 14 square feet.

Mr. Parker introduced a concern on how the signs are to be illuminated as presented. Mr. Parker is satisfied with the lettering but is concerned with the lighting and the impact of the lighting on

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the readability and illumination. The board inquired about how much the letters protrude from the building. No certain answer was provided. Mr. Serrato stated they are flush-mounted letters, and the light on the letters won't produce a shadow. Ms. Vollaro mentioned that the lights might not even illuminate the entire sign based on their size and positioning at each end of the sign.

The board did not think the proposed lighting would effectively illuminate the sign at all, especially towards the middle. The board agreed that the sign is acceptable, but lighting should be/recommended to match the gooseneck lighting found around the entire plaza.

The applicant was advised that any additional signage such as monuments, not presented today needs to be submitted to the town and the maximum allowed would be taken from their allowed square footage.

Section 3225 and Section 3226 of the Sudbury Zoning Bylaw was reminded to the applicant.

Motion to approve the original signs as presented with the strong recommendation that the lighting matches the existing plaza standard lighting. The Motion was unanimously approved.

Minutes for Approval, February 23, 2022:

The Board unanimously approved the minutes for the meeting dated February 23, 2022.