



Town of Sudbury

Design Review Board

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Meeting Minutes June 22, 2022 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro, Chris Alfonso, Zachary Blake, and Katie McCue

Absent: Jim Parker

Review of Proposed Signage

Applicant: Post Road Pediatrics, Sudbury Medical & Dental
616 Boston Post Road

Sudbury Medical and Dental was represented by John Peterson of Metro Sign, Rick Cameron and Deb Hoshall of Sign System Solutions, Michele Phelan of 96 Point Design Studio, Tricia Belden of Boston Children's Hospital, and Tracy Locke and Dr. Sana Assaf of Post Road Pediatrics. The applicant proposed revised signage based on the last meeting with the DRB. This application includes a new freestanding sign on Horse Pond Road, an updated blade at the existing freestanding sign on Boston Post Road, and new wall-mounted directional signs.

On Boston Post Road, the proposed sign would replace the hanging blade on the existing freestanding mount at roughly the same size as existing (approx. 48" W x 44" H). As stated in past meetings, the board felt that this sign is very important for the business, which has a Boston Post Road address, but is not accessible or even easily visible from Boston Post Road. The board felt that the shape and content of the sign was improved upon from the last meeting.

A new freestanding business center identification sign was proposed at the main entrance to the property on Horse Pond Road. This sign measures 46" W x 42" H, totaling approximately 13.4 square feet. The sign would be set back less than the 20' allotted minimum setback. There was discussion about adding individual business panels on this sign, as was presented originally. However, the overall consensus was that since the entrance is close to the corner of Boston Post Road, with most visitors coming off of this turn, it would be safer to keep the sign as simple as possible. The bylaws only allow for one freestanding business center identification sign per property, but given the unique nature of this property with a Boston Post Road address (with the building set back and not easily visible from the road) and the entrance on Horse Pond Road, the board felt that two signs are warranted.

The building has two entrances to the public on two different sides of the building, and both entrances are set back from their façades. The application proposes two wall-mounted signs on two corners of the building facing the main entrance. One sign is proposed at 76.5" W x 54.5" H, and the other sign is proposed at 84" W x 54" H. Each of these signs would point to an entrance

and list which businesses are accessible from that entrance. Technically, this would be considered a directional sign since it is pointing to different entrances. The businesses on the property report that since neither building entrance is visible from the property entrance, visitors often get confused and don't know where to park. They are hoping these signs would help this situation. The board felt that these signs were much too large as presented. Ms. Vollaro questioned whether a 54" high sign would fit in the brick portion of the building as shown in the application packet. Mr. Cameron stated that the area was measured and the sign would fit and be visible mounted on the brick façade between the top of the shrubbery and the windows above. The board was also concerned about the fact that Post Road Pediatrics was listed in both entrances with the same logo and long title, albeit with "Suite 2" listed on one sign. This seems like too much information to read while entering, and it was still not clear what is the difference between the two. A representative from the business stated that since COVID, sick and well patients are often directed to different entrances. There was a suggestion to call one entrance the "Main Entrance" and one "Suite 2" after the name so that the business can tell visitors which sign to look for when entering. It was also suggested to remove the logo and/or shorten the name to make it easier to read the signs. The business owner said that they can remove the logos and name each entrance for the sign as suggested, but they could not shorten their business name. The board felt that the handicapped symbol indicating the ramped entrance was helpful, but naming the entrances "West Entrance" and "South Entrance" for the purposes of these directional signs was not necessary. The board and applicants all felt that the size of the sign could be reduced by removing the entrance labels and logos. Mr. Blake suggested possibly lighting these signs. Reflective sheeting was discussed, but not decided upon at the meeting.

Ms. Vollaro noted that in a multi-tenant property such as this, businesses would normally be allowed to install freestanding signs at their entrances, at least up to 30 s.f. and possibly more depending on their building frontage. This would normally help visitors quickly find the business entrance that want to use. However, in the case of this building in particular, none of the building entrances are visible from the parking lot entrance, so signs at entrances do not help with this. The proposed signs would act as a hybrid directional and exterior wall sign for the businesses. For this reason, the board felt that as long as the signs were simplified and made smaller than this application proposes, a special permit should be allowed in this situation.

Ms. Vollaro visited the site and noted that new wall-mounted signs were added at the entrances facing Boston Post Road, but felt they were small in size and should not impede with approval from the new wall-mounted signs. However, they should be noted as part of the signage package.

With regards to the lighting, the existing lighting is expected to remain at the existing Boston Post Road Sign. New similar lighting is proposed at the Horse Pond Road sign.

A motion was made to recommend approval from the ZBA for the proposed signs after the wayfinding signs are simplified and reduced by a minimum of 25% in size. All approved the motion.

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Other Business:

The Board unanimously approved the minutes for the meeting dated May 26, 2022.

The agenda also listed the election of DRB chair, but Ms. Vollaro postponed this item to a future meeting when everyone can attend.