



Town of Sudbury

Design Review Board

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Meeting Minutes October 12, 2022 Design Review Board

Meeting Format: Zoom Conference Call

Present: Chris Alfonso, Zachary Blake, Jim Parker, and Susan Vollaro

Absent: Katie McCue

Review of Proposed Signage

Applicant: TD Bank, Darren Katz
407 Boston Post Road

Darren Katz from Saxton sign represented the applicant, TD Bank. This was the second review of the TD Bank application. Previously reviewed on May 26, 2022, positive modifications were made to better meet Sudbury's signage bylaws, specifically the reduction to the number of signs on the property. Despite this, the application did not address the primary reason a recommendation was not made at the last meeting being that the application was incomplete, and factually inaccurate.

Building frontage was previously stated at 180 linear feet on the original application, which did not make sense. The lot line on the plan, parallel to Boston Post road appears to be 180.09 linear feet, and appears to be how 180 linear feet of frontage originated from. All members of the board during this 10/12/22 review agreed that the actual frontage was closer to 68.5sqft, sourced from aerial mapping measuring tools and other guidelines on the plot plan, i.e corner of lot to building. Based on the estimated frontage, the maximum allowable square footage of signage on the property allowed is up to 45 square feet.

The monument sign on the property, as proposed, has already been erected on the property, without approval. It was stated multiple times by the applicant that the modifications are "size for size" and remain in the same location more or less. The free-standing sign is 17.59ft, has no street number on it, and has been erected before the issuance of a permit/special permit. The sign illumination is not changing. The board was confused why the sign was changed, knowing permitting was not clear.

The wall mounted signs on the building are not changing. Additionally, as the awnings do not have logos, designs, or text, they are not considered as signage, but are changing to a different, lighter shade of green.

The board made it clear to the applicant that the ZBA has previously approved signs that don't meet the bylaws, and that does not mean that the same size or type of sign would be re-approved.

Notable changes include the reduction of directional sign square footage to be within the bylaws permissible 2 square feet at 1.99 square feet. The removal of the "look up sign" and other directional signs shows an effort to reduce signage footprint on the property.

As previously recommended by the board to the applicant, the sign "E06", a drive thru and ATM directional sign on the Raymond Rd entrance of the property should be rotated 90 degrees to allow visibility by those entering that way. It was also recommended that the directional sign be printed on both sides as opposed to one side. Ms. Vollaro recommends the enter text should be increased in size and the arrow extended for readability. The changes better utilize the 1.99sq ft.

A motion was made to recommend the proposed signage changes to the ZBA with the modification of rotating sign "E06" (drive thru and ATM) 90 degrees to improve visibility and be printed double sided.

Additionally, all signage should be reviewed to see if they were previously permitted by a special permit or not.

Other Business:

The Board unanimously approved the minutes from the meeting dated September 28, 2022.

Election of the DRB chair was postponed to a future meeting when a full board is present.

Meeting adjourned at 8:05 PM.