



Town of Sudbury

Design Review Board

Flynn Building
278 Old Sudbury Road
Sudbury, MA 01776
978-639-3387
Fax : 978-639-3314

DesignReviewBoard@sudbury.ma.us

www.sudbury.ma.us/designreviewboard

Meeting Minutes April 12, 2023 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro, Jim Parker, Chris Alfonso, Zack Blake and Katie McCue

Absent: None

Review of Proposed Signage

Applicant: Marilyn Stivers
353 Boston Post Road

Marilyn Stivers, owner of the retail business “Fairy” presented the proposed signage which consists of a roof mounted sign with a hand drawn black border, hand drawn lettering and colorful accents on a white MDF backer board measuring 7’ 6” x 2’ 9”. The sign was found to conform to the town bylaws however this business is located in the Historic District. The board unanimously suggested that the sign not be attached to the roof mount with bolts that show through on the front surface of the sign. The board also suggested that the hand drawn border be a wider solid graphic border and that simple delineations/punctuations be placed between the three words on the lower line of the sign to improve clarity. The board unanimously approved the sign as presented with the suggestions as noted above.

A reminder will be sent to the applicant that the sign will need approval by the Historic Districts Commission.

Review of Proposed Signage

Applicant: Bank of America
22 Union Avenue

Amy Murray from AG Signs and Graphics, 139B Southbridge St., Auburn, MA presented the proposed signage for the applicant. The applicant, BOA is undergoing nationwide rebranding with changing their signage to all upper-case blue lettering on a white back ground. The proposed primary sign for the front of the building over the entryway replaces a similar sized internally illuminated sign and consists of halo lit blue colored channel lettering mounted on a white backer board. It was found to measure slightly over the maximal permitted square footage for an internally illuminated primary sign as measured inclusive of the entire backer board which has an appearance inseparable from the cornice. It should be noted that If only the lettering and insignia were measured the sign would be well within the bylaw maximum permitted size. The proposed freestanding sign is of the same size and in the same location as the existing freestanding sign which had required a special permit from the Zoning Board of Appeals. Any changes to this sign will require a special permit. The board felt that the proposed freestanding sign (except for color rebranding) is very similar to the existing sign. The board unanimously

recommends that both the primary sign and the freestanding sign be considered for approval by the Zoning Board of Appeals. The board unanimously approved the proposed regulatory wall plaques and directional signs as presented with a recommendation to remove both existing one-way signs and replace with the proposed "Exit Only" sign.

Other Business:

Zoning Bylaw Section 3200 - Signs and Devices

Chris Alfonso discussed and presented his work on the Application for Sign Approval. Susan Vollaro suggested that the applicant and property owner signatures be located on the first page. There was agreement that the application form was well designed and a vast improvement over the existing form. It was agreed that the form be shown to Adam Duchesneau and Shawna Risotti for feedback. It is planned that discussion of the bylaws will continue next meeting.

Minutes for Review - March 8, 2023

The meeting minutes were discussed. Susan Vollaro would like to add more detail to the minutes to more completely reflect her review of the proposed Exterior Building Changes and Site Plan for 694 Boston Post Road. The minutes with following modifications were unanimously approved.

- change "ability to modify the design" to "inability to modify the design"
- remove "Breaking up the front and roofline of the building so that it is less boxy structure"
- add "Ms. Vollaro suggested that especially since the building is so close to the road, the use of the thin, raised parapet sections may make the design of the facade feel more like a tacked-on movie set and less like a real building."
- add "the applicant was asked where signage was planned to be placed on the building, and if the plan was to install them in the boxed-out areas. According to the architect, there was not a location earmarked for signage, but the boxed-out areas could be a potential area. Ms. Vollaro discussed the importance of having a clear location for tenants to place their business signs. The boxed-out areas are all at different proportions and may not be the proper location."

Meeting Adjourned at 8:25 pm