



Town of Sudbury

Design Review Board

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Meeting Minutes

July 26, 2023

Design Review Board

Meeting Format: Zoom Conference Call

Present: Zachary Blake, Jim Parker, and Susan Vollaro

Absent: Katie McCue

Review of Proposed Signage

Applicant: Rebound Physical Therapy
365 Boston Post Road

David Spataro from Signarama of Framingham presented proposed signage consisting of two signs measuring 17" x 149" consisting of painted aluminum with green and red lettering and with each sign centered in the space allocated for tenant signage on the store front north and south facades and with down facing dark sky compliant external illumination similar to the adjacent tenants. Each sign measures 17.6 sf. For this business the maximum allowable total signage is 36 sf with a maximum primary sign allowance of 27 sf. The proposed signage conforms to town bylaws and was unanimously approved.

Review of Proposed Signage

Applicant: Circle Furniture
435 Boston Post Road

Jonathan Boyle, owner of Circle Furniture presented proposed temporary signage for a time frame of less than 6 months consisting of a vinyl sign on a pine frame centered on the building facade reserved for tenant signage over the store front. The board determined that a permanent sign for this location would have a maximum allowance of 27 s.f. for the reported store frontage of 53 linear ft. The proposed temporary sign is 35 sf. The board recommends that for a permanent sign that the overall size of the sign be reduced to 27 s.f. and would suggest that the font of the words "Circle Furniture" be increased and the font of the words "Pop Up Clearance Center" be reduced to improve function, readability and aesthetics. The applicant informed the board that the town building inspector in a conversation with the applicant approved the temporary sign as presented. The board unanimously approved for this business a temporary sign of less than 6 months duration as per bylaw 3246 with the size and material of the temporary sign to be determined at the discretion of the town building inspector.

Review of Proposed Signage

Applicant: Mathnasium
339 Boston Post Road

Bob Thompson of Jim Did It Signs and Awnings, Woburn, Ma and Sushi Anuradha, owner presented the proposed signage. The business is located on the lower level toward the rear of a multiple tenant building. The customer access for this business is located on the lower east facade of the building.

The proposed sign measuring 2'6" x 9'6" consists of an aluminum frame with a white back ground and black and red lettering. The proposed sign which measures 23.75 s.f. is less than 27 sf which is the maximum allowable square footage for a primary sign for a business with 53 linear feet of frontage as reported and it therefore conforms in size to the town bylaws. The proposed location on the east facade of the building was discussed. To improve visibility of the sign the board felt it should be located higher on the east facade at a level more visible from the customer parking entrance. The board unanimously approved the sign as presented advising that the sign be located on the east facade centered in the space rear of the first-floor window and centered at the level of the middle of that window. If external illumination is added it must be dark sky compliant and comply to town bylaws which were discussed with the applicant.

Review of Proposed Signage

**Applicant: BMW of Sudbury
68 Old Country Road**

The proposed signage was presented by Marie Mercer of Sign Design, Brockton, Ma. The proposed signage consists of five wall mounted signs, two located on the south facade facing Old Country and Boston Post Roads and three located on the east facing facade with all the signs in locations similar to prior existing signs. The signs are replacing signs which previously had been nonconforming vastly exceeding maximal allowable square footage and had required approval by the Zoning Board of Appeals. All of the proposed signs are composed of aluminum sign cabinets with gray colored translucent internally illuminated acrylic letters presented as similar in tone and intensity to the prior signage. The building facade which is currently being renovated was presented as remaining similar in color to the prior white facade though this could not be confirmed with certainty. The proposed signs numbered one and three located on the south facing facade facing route 20 located on the west and east ends respectively and on the south end of the east facing facade are even significantly larger than the prior existing signs. The board unanimously recommends that the ZBA consider for approval the proposed signage with the following changes. The sign labelled as number 1. located on the west end of the south facing facade be similar in size to the prior existing sign and consist of the BMW logo and "BMW of Sudbury" and that the graphics "BMW M" and "I" be deleted. The signs numbered no. 3 on the east end of the south facing facade and no. 4 on the south end of the east facing facade be the same size or no larger than the prior existing signs in those locations.

Other Business:

Minutes for Review- The board unanimously approved the minutes from the meeting dated June 14, 2023

Zoning Reviews of proposed signage prior to review by the DRB were discussed. Shawna Risotti participated in the discussion. Given the current circumstances and staffing levels it was decided to discontinue such reviews at the present time and revisit this topic in upcoming meetings with all board members in attendance.

Meeting adjourned at 9:35PM