



Town of Sudbury

Design Review Board

DesignReviewBoard@sudbury.ma.us

Flynn Building
278 Old Sudbury Road
Sudbury, MA 01776
978-639-3387
Fax : 978-639-3314
www.sudbury.ma.us/designreviewboard

Meeting Minutes August 30, 2023 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro, James Parker, Katie McCue, and Zachary Blake

Absent: None

Public Comment:

Lisa Kouchakdijan, Select Board Member was in attendance to promote the Town Forum, Residents Shaping Sudbury's Future to be held, Thursday October 12th, 7 - 8:30 p.m.

This will be a Hybrid meeting, In-Person at Town Hall, 322 Concord Road and Virtual via Zoom, <https://us02web.zoom.us/j/84914794891>, dial in, 978-639-3366 or 470-250-9358 (Meeting ID: 849 1479 4891)

The Selectboard is requesting that boards, committees and commissions in town send representatives for the 7:00PM - 7:30PM meet and greet to connect with the public. Katie McCue and Susan Vollaro to attend the forum to represent the Design Review Board.

Review of Proposed Signage

Applicant: Pet Supplies Plus
424 Boston Post Road

Craig Gore and Jennifer Carper - Blair Image Elements – sign company representing Pets Supplies Plus and C.J. Moccia - associate project manager for Pets Supplies Plus were in attendance to discuss the matter with the Design Review Board.

The applicants proposed two signs:

1. Store Front (Boston Post Road) - standard channel letter set with the grooming also added replacing the existing Loyal Companion Sign. Letters would be illuminated.
2. Second store front sign on the parking lot side, entrance from Union.

Ms. Vollaro explained to the applicants that 51 sq ft is the total allowable signage for this property and the primary can be no more than 75% and need to take off $\frac{1}{3}$ if always illuminated which would equal 25.5 sq ft. The secondary would be what is left over minus the 30%.

The first sign is well over the size allowed.

Mr. Parker commented the font seems heavy and the "grooming services" doesn't need to be listed in both locations. One way that the prior tenant, Loyal Companion, may have conformed was by having only one sign illuminated.

Ms. Vollaro commented the east side second sign should be centered over the awning.

Mr. Blake made a comment to put “grooming” underneath and not to the side so the name is centered.

Ms. McCue agreed with the comments the Board provided to the applicants.

The Board recommended the following Options to the applicants:

1. Reduce the size so that it conforms
2. Apply for a special permit for a sign above what’s allowable
3. Add window vinyl that is less than 25% of the window to fit in the services without adding them to the main signs.

Mr. Moccia thanked the Board for their time and feedback. He explained the thickness of the letters is the brand at over 700 stores, so changing that is not an option. He was not opposed to smaller letters so it doesn’t overhang and / or a non-illuminated second sign. Mr. Moccia said he would need to discuss the options with the franchise owner and sign company on how they would like to proceed.

Ms. Vollaro explained a special permit is more complicated, so ideally, you’d conform.

Mr. Gore asked if they were to make the second sign not illuminated and centered - how would you calculate the sq. footage? 8.4 sq ft if internally illuminated.

Ms. Vollaro, Mr. Blake and Ms. McCue, all agreed that the word grooming does not need to be on the second side and they could use vinyl window signs to advertise the additional services.

Ms. Carper questioned how they would calculate the side sign. Ms. Vollaro replied that different kinds of calculations and for consistency, we will use the calculations from Loyal Companion.

Mr. Parker noted that for future purposes, we need consistency with calculations.

Mr. Blake added that illuminated and non-illuminated shouldn’t be on the same sign.

The applicant will discuss with colleagues how they wish to proceed.

There was no action taken on this application.

Other Business:

Minutes for Review- The board unanimously approved the minutes from the meeting dated July 26, 2023

Meeting adjourned at 8:18 p.m.