



Town of Sudbury

Design Review Board

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Meeting Minutes October 11, 2023 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro (Chair), James Parker, and Zachary Blake

Absent: Katie McCue

Review of Proposed Signage

Applicant: 357 Boston Post Road
Laura Perdomo

Laura Perdomo, officer manager for US Siding & Roofing, was in attendance to discuss the matter with the Design Review Board.

Ms. Perdomo presented the sign and indicated no lighting would be present

Ms. Vollaro noted that the sign size conforms to the bylaw as presented

Mr. Parker commented that it would be nice if the sign were sized similarly to the neighboring sign and thought it would be best to remove the Marvin logo and increase the US siding and roofing aspect of the logo design.

Mr. Blake agreed with Mr. Parkers comments and suggested eliminating the bottom siding, roofing, and windows aspect of the logo.

Ms. Vollaro agreed with Mr. Parker and Mr. Blake's overall comments and encouraged the applicant to shrink the size of the logo to allow the business name to be larger. Ms. Vollaro then suggested that the sign not have the attaching bolts visible or have them painted so they are not visible.

Mr. Parker made a motion to approve the sign as presented with suggestions that the size of the logo be decreased and eliminate the reference to Marvin. The vote was unanimous in favor.

Review of Proposed Signage

Applicant: 708 Boston Post Rd
Brian Kelly

Mr. Kelly, sales consultant for Target Painting, was in attendance to discuss the matter with the Design Review Board.

Mr. Kelly apologized that the process for erecting a freestanding sign was not followed and stated that the new sign is a smaller footprint and thought they might be grandfathered in based on the previous sign.

Ms. Vollaro responded that no permits existed for the construction of the previous sign and that the only historical documentation was a note for a freestanding sign dating back to the 1970's.

Ms. Vollaro then noted that there is no grandfathering under the town's bylaw unless otherwise specified in special permit.

Ms. Vollaro provided initial feedback about how the current freestanding erected sign does not conform to town bylaws.

Ms. Vollaro referenced the following in her comments:

- The sign is not allowed because the business frontage is less than 250 ft as required under section 3265A of the town's bylaws.
- The sign does not conform to the sign setback per section 3265A Chart C
- The signs 54 square foot size exceeds the maximum allowable 20 square feet under section 3265A Chart B

Ms. Vollaro indicated that per the bylaws, the sign should have the look of carved wood. The sign size is also not proportional to the building and the sign style does not match the style of the building. This has the design aesthetic of a large, solid sign designed for a location such as Route 9. It is also difficult to read the address at the bottom, which should be on the top of the sign per section 3265B.b. Any lighting must be dark sky compliant.

Mr. Parker concurred and indicated that the sign is bold and metallic. He stated that he does not like the sign and feels it does not conform to the spirit of the bylaw or character of the town.

Ms. Vollaro informed the applicant that they had the option to apply for a special permit through the ZBA, if they chose to do so or revise the design and present it to the Design Review Board again.

Ms. Vollaro made a motion to not recommend approval to the ZBA because the sign size, setback, and material does not conform to town bylaw. The vote was unanimous against recommending approval to the ZBA.

Other Business:

Minutes for Review- The board unanimously approved the minutes from the meeting dated September 27, 2023

Sign Application- Ms. Vollaro will send a draft of the proposed new sign application for town review

Meeting adjourned at 8:27 p.m.