



Town of Sudbury

Design Review Board

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Meeting Minutes January 10, 2024 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro, Jim Parker, Katie McCue, Zack Blake, and James Flavin

Review of Proposed Signage

**Applicant: Dollar Tree
421 Boston Post Road**

The applicant was represented by Carolyn Parker of New England Signs and Awnings.

Dollar Tree is to occupy the retail space previously occupied for many years by The Paper Store. The application is for one primary wall sign with gooseneck (5) lighting from above. The proposed sign measures 2' x 21'-5 1/2". The sign consists of acrylic green letters with a beige background panel. The frontage for this business is reported as 92' which has a total maximum signage allowance of 42 sf and a maximum primary signage allowance of 31.5 sf. The proposed sign measures 39.9sf. The proposed primary wall sign is non-conforming.

A second panel sign is proposed for an existing Freestanding Business Sign which has sign panels for multiple businesses located in the plaza. The proposed panel has white lettering on a green background. The proposed color scheme of the panel sign fits in with the other existing panel signs however, the font size of the lettering appears to be too bold and the letters oversized compared to the other businesses existing panel signs. The panel sign is otherwise conforming.

The board unanimously recommends that the primary wall sign be decreased in size to 31.5 sf so as to conform to the town bylaws and suggests that the lettering of the panel sign to be added to the existing Freestanding Business Sign be sized to mirror that of the other businesses such as TJ Maxx.

Review of Proposed Signage

**Applicant: Dunkin Donuts
378 Boston Post Road**

The applicant was represented by Anne Ramsey of Viewpoint Sign and Awning.

The application consists of one primary internally illuminated wall sign on the south elevation, one secondary internally illuminated wall sign on the east elevation, one internally illuminated wall sign on the rear facade and one freestanding sign. These signs replace existing signs in these

same locations which were similar in size. However, none were previously internally illuminated. The proposed wall signs were found to conform to the town bylaws.

The proposed freestanding sign is unchanged in size and location and was found to conform. The board however recommends that the color of the sign be toned down and suggests that the panel outline color and address color be changed from orange to raccoon fur gray. The proposal includes updating existing directional signs which also conform.

The proposed signs were unanimously approved by the board with a recommendation that the color of the freestanding sign be modified as noted above.

Review of Proposed Signage

**Applicant: Herb Chambers MB Sudbury LLC
141 Boston Post Road**

The applicant was represented by Joshua Fox of Rollins, Rollins and Fox, John Welch, dealership adviser and Nicole Hoffer, project manager.

The proposal includes ten signs, of which seven are wall mounted, one is a freestanding business sign and two are directional signs. The total proposed signage of 309 sf exceeds the maximum permitted by over 700% (719%) and does not conform to the town bylaws.

Joshua Fox gave a brief presentation and clarification of several details by Nicole Hoffer and John Welch.

The board unanimously voted to recommend the signage as presented for consideration by the zoning board of appeals with a suggestion that the Mercedes triangular logo sign to be located by the octagon portion of the building on the north facade facing Rt. 20 be reduced in size so as to be more appropriately scaled for that location and given that there are two other proposed sizeable logo signs which would be visible from Rt.20.

Other Business:

Minutes for review:

The board unanimously approved the December 13, 2023 meeting minutes

Meeting adjourned at 8:30pm.