



# Town of Sudbury

## Design Review Board

Flynn Building  
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### Meeting Minutes February 14, 2024 Design Review Board

**Meeting Format:** Zoom Conference Call  
**Present:** Susan Vollaro (Chair), Jim Flavin, and Katie McCue  
**Absent:** James Parker

#### Review of Proposed Signage

**Applicant:** D&V Spa  
423 Boston Post Road

D&V Spa was represented by Ricky Zeng of New CC Sign.

The applicant is proposing a 23.13-inch-high x 120.44-inch-wide storefront sign mounted to the front awning of the building in the same manner used by other tenants. The sign material is  $\frac{3}{4}$  inch PVC lettering, on  $\frac{1}{4}$  inch aluminum stock that will be pin mounted so the hardware will not be visible. The sign will be externally lit using the four existing light fixtures located above the sign.

The applicant is also proposing to install a second sign as a panel within the monument sign used for the tenant directory.

Susan Vollaro confirmed that both the proposed 19.34-square-foot primary sign and the 1.5 square-foot directory sign conform with both the total square footage and the 24.75-square-foot maximum primary sign square footage allowed by town bylaws for a building with 25-feet of frontage.

The board recommended increasing the 3-inch text used for the second line on the primary sign to make it more readable. Susan Vollaro also recommended removing the logo and increasing the size of the lettering on the proposed monument sign to make it more readable by customers rapidly scanning the directory.

The applicant agreed to consider the suggestions. Susan Vollaro clarified that if the applicant does modify the sign, they need to stay within square footage approved on the existing application. They should also send the final design approach to Shawna Risotti so that the town maintains a record of the applicant's final design.

**The sign was approved by the board.**

### **Review of Proposed Signage**

**Applicant: Interiors Home and Gifts  
339 Boston Post Road**

Interiors Home and Gifts was represented by Bob Thompson from Jim Did It Signs and Awnings, Christine Garland the owner of Interiors Home and Gifts, and Jessica Gaucher the shop director.

The applicant is proposing a 3-foot-high by 8-foot-wide storefront sign mounted to the top corner on the front of the building in the same location used by the previous tenant. The sign would be black and gold lettering painted on one-inch aluminum stock attached to the face of the building using screws. The screws would be painted to match the one-inch gold trim painted around the perimeter of the sign. The sign would be exterior lit using the soft-white light installed for the previous tenant's sign.

The existing sign over the building front door would be removed, however the frame will remain because it is intrinsic to the siding.

Susan Vollaro confirmed that the proposed 24-square-foot sign conforms with the 27-square-feet allowed for the primary sign by town bylaws for a building with 50-feet of frontage.

Susan Vollaro recommended that the applicant ensure that the proposed color of the sign border be prominent. The applicant and Susan discussed changing the color of the border from gold to a color matching the darker lettering. Susan Vollaro clarified that changing the color of the border would not require coming back to the board for approval.

Susan Vollaro also recommended that the applicant consider a free-standing sign to increase awareness of the businesses occupying the building. The owner stated that she and the 6 or 7 other tenants are planning to propose a directory sign that would use the location currently used for a real estate sign. Susan Vollaro clarified that the monument sign would be subject to different bylaws than the real estate sign and recommended that the tenants bring their proposed directory sign to the Design Review Board early in the process to help guide their planning.

**The sign was approved by the board.**

### **Other Business:**

The Board unanimously approved the minutes for the meeting dated January 24, 2024, without any edits.

**Meeting adjourned at 7:57 p.m.**