



Town of Sudbury

Design Review Board

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Meeting Minutes April 24, 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: Sudbury Med Spa
423 Boston Post Road

Owner's representative Christopher Alfonso was present to discuss the application with the board. The applicant is proposing a central sign at 29.2 s.f. with additional text on either side totaling 11.25 s.f., with the full sign combination adding up to approximately 40.5 s.f. The sign would be externally lit with gooseneck lighting. The business is expanding its square footage with a longer building frontage of 48.42 feet and is looking to increase the sign size to better coordinate with the larger storefront. Per the bylaws, this new building frontage would allow a total sign area of 36 s.f., with a maximum primary sign of 27 s.f.

Ms. Vollaro felt that the text on either side of the main sign was too distracting and contained too much information for a business sign and suggested that this text was better suited to the window rather than as part of the business sign. The board felt that the proposed center sign was enough to convey the general idea of the services rendered.

The applicant agreed to remove the side text and shrink the remaining primary sign to comply with the town bylaws. The applicant was advised to provide the town with the updated design for town records.

Additionally, the existing smaller store front currently has window signage that exceeds the maximum allowable area of 25% of the window. The applicant was informed of this and stated that this would be modified to comply when the expansion/renovation is complete.

The motion was made to approve the sign with the following modifications: remove text on either side of the main sign. Reduce the main sign from 29.2 s.f. to 27 s.f. or less. All approved the motion.

Review of Proposed Sudbury Plaza Monument Signage

Applicant: Sudbury Plaza
505-525 Boston Post Road

Sudbury Plaza was represented by Josh Fox of Rollins, Rollins & Fox, Bill Barnard of Classic Signs Inc, and Mark Hebert, Senior Vice President of the Wilder Company. The applicant requested to temporarily withdraw its application for the proposed monument sign. An application will be re-submitted at a future date. No further discussion took place regarding this sign.

Review of Proposed Sudbury Plaza Tenant Signage

Applicant: Sudbury Plaza
505-525 Boston Post Road

Sudbury Plaza was represented by Josh Fox of Rollins, Rollins & Fox, Bill Barnard of Classic Signs Inc, and Mark Hebert, Senior Vice President of the Wilder Company. The applicant is bringing before the board modified sizing from their previous application that was discussed at the February 28, 2024 meeting. Mr. Fox expressed the applicant's desire for the businesses to have internally lit signage that would be more visible from Boston Post Road. The board had no issue with the type or look of the signs, but the sizes previously proposed were well beyond what is allowed per the town bylaws and in some cases larger than what was there before even though they will be changed to internally illuminated letters.

The revised sign application includes visualizations of the front facades showing the proposed sizes of signage versus the maximum allowable sizes per the town's bylaws to better visualize the scale of the signs. Mr. Flavin noted that what the applicant noted as the "Size Per Code" was actually much smaller than what the town bylaws allowed. The allowable size for an internally illuminated primary sign for each business was noted in the meeting minutes from the Design Review Board's first meeting as well as on the Zoning Reviews provided by Adam Burney. There seemed to be some confusion about the primary sign square footage versus the total square footage which includes the blade and monument signs. In these instances, the maximum size for an internally lit primary sign would not be changed after subtracting those additional signs from the total size allotment. The applicant was advised to revise these visualizations to correctly depict the maximum allowable sizes before going before the Zoning Board of Appeals.

Aubuchon Hardware – 505 Boston Post Road, proposed primary internally illuminated signage measures 29 s.f. Prior primary signage without internal illumination measured 35.7sf (not internally illuminated and previously approved). Total allowed signage is 48 s.f. Maximum primary signage with internal illumination allowed is 24 s.f. **Proposed is over allowed by 5 s.f.**

The board felt that the proposed size was appropriate for the building and was at least smaller than the previous sign in the spirit of the town bylaws.

The motion was made to recommend approval from the ZBA for a special permit. All approved the motion.

Shaw's – 509 Boston Post Road The applicant stated that the proposed new sign will be the same size as the existing sign, but with internally illuminated letters. Ms. Vollaro noted that the existing non-internally illuminated sign was approved by the Zoning Board of Appeals meeting on January 10, 2022. That sign was significantly smaller than the sign that is being proposed now. The board felt that there was no reason for the new sign to be larger than the existing sign. There was some discussion among the members about whether the new internally illuminated sign should be reduced in size from the previous sign. It is unclear how much light output a sign of this size will actually generate. Aside from the lighting, the board was in agreement that the existing sign was scaled appropriately to the building.

The motion was made to recommend approval from the ZBA for a special permit, providing that the new internally illuminated sign is no larger than what was last approved by the ZBA for the existing non-illuminated sign. All approved the motion.

Wild Birds Unlimited – 513 Boston Post Road, proposed internally illuminated primary signage measures 22.6 s.f. Existing without internal illumination measured 24.5 s.f. Maximum primary sign allowed with internal illumination is 16.75sf. **Proposed is over allowed by 5.85 s.f.**

The board felt that the size of the lettering was appropriate, and the business just had a long name, causing the sign to be larger.

The motion was made to recommend approval from the ZBA for a special permit. All approved the motion.

Starbucks – 513 Boston Post Road, proposed internally illuminated primary signage measures 16.3 s.f. Existing without internal illumination measured 29.4 s.f. Maximum primary sign allowed with internal illumination is 16.75 s.f. **Proposed sign conforms to the bylaws, this application does not need to go before the ZBA.**

The motion was made to approve this sign as presented. All approved the motion.

Lavender Asian Cuisine – 519 Boston Post Road, proposed internally illuminated primary signage measures 29.97 s.f. Existing without internal illumination measured 25.42 s.f. Maximum primary sign allowed with internal illumination is 18 s.f. **Proposed is over allowed by about 11 s.f.**

The board felt that the lettering for this sign was larger than the other nearby businesses, which made it seem out of scale. Only the Sage letters are larger, but those letters are few and very thin. Members of the board agreed that there did not seem to be any justification for the new internally illuminated sign to be larger than the existing non-illuminated sign.

The motion was made to NOT recommend approval from the ZBA for a special permit at this size. All approved the motion.

Sage Boutique – 519 Boston Post Road, proposed internally illuminated primary signage measures 14.84 s.f. No prior signage for this business. Maximum primary internal illumination signage for this business is 14.9 s.f. **This proposed sign conforms to the town bylaws, this application does not need to go before the ZBA.**

The motion was made to approve this sign as presented. All approved the motion.

Other Business:

Interview for Vacant Design Review Board Seat:

The board met with Margaret Fotakis and discussed her background and interest in serving on the board. Ms. Vollaro also explained to Ms. Fotakis the duties of this board.

The motion was made to recommend to the Planning Board to appoint Ms. Fotakis to the open Design Review Board seat. All approved the motion.

Minutes for Approval:

The Board unanimously approved the minutes for the meeting dated March 13, 2024.

Meeting adjourned at 8:51 p.m.