



# Town of Sudbury

## Design Review Board

Flynn Building  
278 Old Sudbury Road  
Sudbury, MA 01776  
978-639-3387  
Fax : 978-639-3314

DesignReviewBoard@sudbury.ma.us

www.sudbury.ma.us/designreviewboard

### Meeting Minutes August 14, 2024 Design Review Board

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

#### Review of Proposed Signage **Applicant:** Gratitude Hot Yoga 730 Boston Post Road

Mehmet Sahin of Falcon Graphics was present to discuss the matter with the Board.

The applicant is proposing a panel to be added to the existing freestanding directory sign as well as two window signs.

The proposed panel is well below the total sign size allowance for the business and is sized appropriately within the existing freestanding sign. The existing freestanding directory sign does not follow the town bylaws, which requires the individual business panels to have a uniform color scheme per section 3265B.f. However, Ms. Vollaro pointed out that it isn't possible to try to enforce this with this one business owner given that every existing panel is completely different, several of which may have never even come before the board. The board felt that the words "Hot Yoga Center" were too small to be read from the road and did not provide much contrast with the white background. Ms. Vollaro also informed the applicant that the website should be removed, both to allow more space for the business name, and also because it makes the sign too crowded, especially since these days people will google the business name rather than memorize websites from signs. The bylaws state that signs should be simple and neat and avoid text which is not an integral part of the name.

The proposed window sign graphics are white vinyl lines and letters adhered to the window. The signs appear to cover less than 25% of the window area and do not require a sign permit per section 3255 of the bylaws. However, the board provided feedback on the design. Ms. Vollaro suggested that the "hot yoga center" text was also very small on this sign and perhaps could be made larger to allow passersby to see what the business does, since it is not obvious based on the name of the establishment. A suggestion was made to remove the word "Sudbury" to make more room for larger text below the name.

**A motion was made to approve the sign with the following design suggestions: On the panel sign, remove the website and make the orange text larger and more visible. On the window signs the board recommends enlarging the smaller text to larger than shown, keeping the overall window coverage to below 25%. All approved the motion.**

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**Other Business:**

Minutes for Approval – July 24, 2024

**The Board unanimously approved the minutes for the meeting dated July 24, 2024.**

**Meeting adjourned at 7:56 p.m.**