



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 October 9, 2024 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro Chair, Jim Flavin, Katie McCue, and Meg Fotakis

Absent: None

Review of Proposed Signage

Applicant: Sudbury Crossing
421-437 Boston Post Road

Michael Rzymek - Starlight Media and Philips Edison, was present to discuss the matter with the Board.

Mr. Rzymek proposed to install, operate and maintain three (3) shopping center electronic messaging display units at Sudbury Crossing. He explained it was an interesting way to communicate with patrons as stores compete with online shopping. The signs can communicate with patrons about the shopping plaza, charitable ads, weather emergencies or imminent threats, etc. The signs are oriented towards the patrons, and will be turned off when the stores are closed.

Ms. McCue asked how the signs are chosen: Mr. Rzymek replied that sometimes charities will come to Phillips Edison, and work with their graphic designers. Sometimes corporations work through an exchange and utilize a contract. The electronic messaging display units are designed for 8 ads on a 64 second loop.

Mr. Flavin asked what percentage of ads that are charitable verses businesses: Mr. Rzymek replied it varies.

Mr. Flavin raised concerns about a “blank” ability to post anything, and did not love the aesthetic.

Ms. McCue agreed with Mr. Flavin’s concerns, and was agnostic about the sign. She also did not see the public safety / public service benefit.

Ms. Fotakis agreed with the concerns raised, and did not feel the messages connected to the stores in the plaza.

Ms. Vollaro also agreed with the concerns. She added the signs could be visible from Boston Post Road, and felt they would fit better in a Route 9 type place where the stores are set-back. Public safety alerts are easier on cell phones.

A motion was made to not approve or recommend the signs to the ZBA. All approved the motion.

Other Business:

Minutes for Approval – September 25, 2024

The Board unanimously approved the minutes as amended for the meeting dated September 25, 2024.

Note: administrative review of the form at the next meeting.

Meeting adjourned at 8:08PM