



Town of Sudbury

Design Review Board

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Meeting Minutes October 23, 2024 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro (Chair), Jim Flavin, and Katie McCue

Absent: None

Review of Proposed Signage

Applicant: LeBeauty Spa
615 Boston Post Road

Leticia Cordosa owner - LeBeauty was present to discuss the matter with the Board. The applicant is proposing a panel to be added to the existing freestanding business center directory sign. There would be a panel on each side of the sign, filling an empty slot. The new panels would match the existing panel colors.

The board confirmed that this is a separate second floor business that does not currently have any signage on the property. Ms. Vollaro noted that all other panels on the freestanding sign have a matching font and white border and requested that the new panels match this standard. The applicant indicated that this would be fine.

The motion was made to approve the panels with the recommendation that they conform to the existing business panel standards with border and matching font. All approved the motion.

Review of Proposed Signage

Applicant: Stony Brook Market/Honey Dew
29-2 Hudson Road

Mark Evangelous - Gemini Signs and Fadi Kassouf - owner Stony Brook Market/Honey Dew were present to discuss the matter with the Board. The applicant is proposing a new wall-mounted sign facing Hudson Road to replace the existing sign which was ordered to be replaced with a smaller sign by the town.

The new sign measures 153"x20", totaling 21.25 s.f. Ms. Vollaro asked the applicant to confirm the business frontage, which was listed on the application as 150 feet. Mr. Evangelous measured the entire building frontage, as is written on the application, but Ms. Vollaro noted that this measurement should be only the building frontage for the entry wall of the business. Without this number, the board was unable to verify the maximum primary sign size allowance for the business. It was also noted that there are two existing secondary signs facing the parking lot that need to be included in the total sign allowance. Mr. Evangelous believed that those signs are 7 s.f. each, at 12"x84".

With regards to the overall design of the sign, Ms. Vollaro felt that the Honey Dew logo was too large and needed to be slightly reduced in size to have some space from the black sign border. In addition, Ms. Vollaro felt that the red text under the business name was too large and felt that smaller text would still be readable, noting that traffic goes rather slow there, particularly now that it is sandwiched between two traffic lights. Mr. Kassouf expressed concern that given the fact that the whole sign was being reduced in size, it might not be readable from the road.

Ms. Vollaro also noted that the existing sign has visible mounting and requested concealed hardware for the new sign. Mr. Evangelous noted that the new sign would be lighter and would not require visible mounting hardware.

There was some discussion among the board whether the applicant would need to go before the Design Review Board again once the size questions were resolved. Mr. Evangelous said that he had been working with Adam Burney, Director of Planning and Community Development to ensure that the sign conforms to the bylaws.

The motion was made to approve the new sign pending confirmation by the town that the size conforms to the zoning bylaw size parameters with the following recommended modifications to the sign: all mounting hardware to be concealed, reduce the size of the Honey Dew Logo, and reduce the size of the secondary text in red. All approved the motion.

Other Business:

The Board opted to postpone the review of the revised DRB applications and proposed new forms until the next meeting.

Minutes for Approval – October 9, 2024

The Board unanimously approved the minutes for the meeting dated October 9, 2024.

Meeting adjourned at 8:32 p.m.