



# 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 November 20, 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:** Stony Brook Market/Honey Dew  
29-2 Hudson Road

Stony Brook Market/Honey Dew was represented by Mark Evangelous of Gemini Signs. The applicant is returning to the DRB to review changes to the design of a new wall-mounted sign facing Hudson Road in place of 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. Mr. Evangelous met with Adam Burney, Sudbury Director of Planning and Community Development to review the size allowance based on the actual business building frontage and two existing secondary signs. According to the Zoning Review, Mr. Burney determined that the proposed new sign conforms to the maximum size allowance.

Based on feedback from the DRB, the applicant modified the content of the sign. The Honey Dew logo and the red text were both reduced in size. Ms. Vollaro felt the size of the red text could be reduced more, but the rest of the board felt that the size was appropriate. Ms. Vollaro confirmed with the applicant that the new sign will have concealed mounting hardware

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

#### Review of Proposed Signage

**Applicant:** Sudbury Plaza  
505-525 Boston Post Road

Sudbury Plaza was represented Mark Hebert, Senior Vice President of the Wilder Company and Kayte Muse of Kayte Muse Creative. The applicant is returning to the DRB with modifications to their previously submitted designs for three monument signs at each of the entrances to the plaza. These designs were last presented to the board at the September 25<sup>th</sup> meeting. The applicant is proposing to keep the existing sign at the eastern Boston Post Road entrance as it is currently, rather than replacing it. The design of the monument sign at the western Boston Post Road entrance was largely the same in size and location but has some changes to the materials

and construction. The sign at the Nobscot Road entrance was modified from what was presented at the last meeting, adding names of the businesses on the property.

Mr. Hebert informed the board that they met with the Zoning Board of Appeals with these modified designs before presenting them to the DRB. According to Mr. Hebert, the ZBA approved the special permit for these designs with the understanding that Mr. Hebert would need to also obtain approval from the DRB. The board was confused as to how a design was presented and approved by the ZBA without first being presented to the DRB for recommendations.

Several months ago, the board had previously approved the changes to the existing sign at the eastern entrance to what it currently looks like now and therefore had no need for further review. The design for the new sign at the western entrance was modified to have a closer match to the construction and materials of the existing sign. The masonry at the base and wood accents will match the existing sign. The board felt that this design was appropriate.

The sign at the Nobscot Road entrance was modified to add a listing of the names of the businesses on the property. There was some confusion among the board, because the sign presented at the meeting on September 25<sup>th</sup> was different from what was in the application for that meeting, so there was no record of what was previously presented before the board. The applicant was able to share that design so that the board could compare what was previously approved with what was currently presented. The new design adds the names of 11 business in list format with 3" letters in the same color and font. The board thought the overall aesthetic of the sign was attractive and appropriate. However, Ms. Vollaro believed there was too much small, uniform text on the sign and felt that someone driving by would have to look away from the road for an extended amount of time in order to be able to actually read the sign. Ms. Vollaro suggested that there should be less text, and the sign should use the fonts of the businesses to make them more easily recognizable. There was discussion among the board about whether it was even necessary to include business names on the sign, given that Nobscot Road leads directly to Boston Post Road, which will have the monument sign listing all business on the property. The board was shown an image of the existing Nobscot Road sign, which lists seven businesses in their own font. The applicant requested that at least eight businesses are listed on the new sign.

**The Board voted to approve the signs as presented with modifications to the Nobscot Road sign to list no more than eight businesses and match the business fonts when possible. All approved the motion.**

#### **Review of Proposed Revised Sign Application**

The board reviewed the proposed modifications to the sign application. Minor edits were made. **The Board unanimously approved the application with minor edits. All approved the motion.**

#### **Review of Proposed New Forms for the Design Review Board**

The board reviewed the proposed new Sign Application Form and Building Application Form. These forms were recommended to the DRB by Mr. Burney to clearly outline the board's decisions and recommendations. The board felt that the DRB's meeting minutes are already meant to convey all the same information. Both preparing the meeting minutes and filling out

this form would be redundant, add a considerable amount of time to complete, and create the potential for discrepancies between the two documents. The board agreed that rather than filling out a separate document, these elements should be incorporated into the minutes.

**The Board voted unanimously to not add these forms to the DRB responsibilities.**

**The Board unanimously approved the minutes for the meeting dated November 6, 2024 with a minor edit.**

**Meeting adjourned at 8:36 p.m.**