



Town of Sudbury

Design Review Board

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Meeting Minutes March 26, 2025 Design Review Board

Meeting Format: Zoom Conference Call

Present: Susan Vollaro (Chair), James Flavin, and Scott Utke

Absent: Katie McCue

Review of Proposed Signage

Applicant: Reformed by Pilates
383 Boston Post Road

Reformed by Pilates was represented by owner Savannah Polci. The proposed application is a revised design for signage that was presented at the last Design Review Board meeting. No increases were made to the size of the signage, which was approved at the last meeting.

The applicant is presenting the same two signs as before with modifications. The primary sign at the entrance will now add individual aluminum letters mounted to the existing back panel. Mr. Utke asked for the thickness of the lettering, noting section 3224 of the bylaws requiring wall-mounted letters to be a minimum of 1/4 inch thick. Ms. Polci indicated that she will need to confirm the thickness with the sign fabricator and report back to the town. There was discussion among the board as to whether the letters should be considered as wall-mounted or if the existing panel would act as the back part of the sign. Based on the photograph and Ms. Polci's description of the existing back panel, Ms. Vollaro felt that the existing triangular board was mounted over the building's architectural elements and would therefore be considered part of the sign rather than part of exterior wall. This would not require 1/4" thick lettering. Per the last meeting, the triangular sign conforms to the size requirements of the by-laws. Ms. Vollaro suggested adding a border to the triangular board. Ms. Polci indicated that the current plan is to keep the backboard as-is without changing the paint color. This sign will be illuminated by the existing lights shown in the photo.

The secondary sign is a wall-mounted sign on the east side of the building. This size is the same as was presented at the last meeting. The website text was removed from the sign, leaving only the name of the business. The sign will be made of an aluminum backing with aluminum letters. The board felt that this sign reads much better without the website. Ms. Vollaro suggested mounting the sign higher than shown on the application in order to be more in line with the existing blade sign and also hide the discoloration left from the removal of the old sign.

A motion was made to approve the signs as presented with the updated mounting location for the secondary sign. The applicant will confirm the thickness of the letters of the primary sign for the record. All approved the motion.

Minutes for approval:

The board unanimously approved the minutes for the meeting dated February 26, 2025.

The meeting adjourned at 7:52 p.m.