



# Town of Sudbury

## Design Review Board

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### Meeting Minutes August 13, 2025 Design Review Board

**Meeting Format:** Zoom Conference Call  
**Present:** Susan Vollaro (Chair), Ark Pang, Scott Utke  
**Absent:** Katie McCue

S. Vollaro opened the Design Review meeting at 7:30 PM and requested a roll call: A. Pang-present, S. Utke-present, S. Vollaro-present

#### **Review of Proposed Signage** **Applicant: Longfellow Glen Apartments** **655 Boston Post Road**

Dave Winchester from Ready-2-Run was present to discuss the matter with the Board. He confirmed the placement, height and material of the sign.

Mr. Winchester is proposing:

- 79" x 43" freestanding sign located at the front entrance on Route 20.

This property is located in a Residential C Zoning District. A maximum 10 s.f. sign is allowed per the bylaws, so the sign presented would need to be approved by the ZBA. Since this property is on a main thoroughfare and the buildings are set back, Ms. Vollaro suggested that as long as the sign conforms to the regular business district bylaw requirements, she would support a larger freestanding sign in that location. With a lot frontage of 283 feet, the proposed 23.6 square feet sign would conform to the maximum area of 24 square feet allowed within a business district.

The freestanding sign would be placed on an island set back from the entry of the property. The board felt that this location was appropriate.

Feedback from the Design Board:

- Asked to remove small copy at the bottom right of sign
- Asked to add address number and center at the top of the sign
- Recommended to remove phone number
- Recommended to center "apartments"

**S. Utke motioned to recommend approval from the ZBA with the addition of the address number at the center top of the sign and removal of small copy at the bottom rights., A. Pang seconded the motion. It was on motion 3-0; Ark-aye, Vollaro-aye, Utke-aye**

### **Review of Proposed Signage**

**Applicant: Celebree School  
631 Boston Post Road**

Matt Lydick from Strategic Factory c/o Celebree School was present to discuss the matter with the Board. He confirmed placement of the signs, frontage from the street, and informed the board there was a second entrance to the school.

Mr. Lydick is proposing:

- A 12.08' x 2.91' internally illuminated wall mounted sign with channel lettering on the east side above the front door.
- A 12.08' x 2.91' internally illuminated wall mounted sign with channel lettering on the north side.
- An 8' x 5.66' non-illuminated freestanding monument sign on the north property edge.

This property is located in a Residential C Zoning District. A maximum 10 s.f. sign is allowed per the bylaws, so the sign presented would need to be approved by the ZBA. Since this property is on a main thoroughfare, the board agreed that as long as the sign conforms to the regular business district bylaw requirements, they would support more signage at this location.

Ms. Vollaro mentioned that there is a residence set back next door to the business and would prefer there not be an internally illuminated sign facing that direction.

Feedback from the Design Board:

- It was determined the proposed signs were too large for the frontage.
- The DRB asked the freestanding sign to be sized down to the smaller 6' option, which allowed it to conform to Business District Guidelines.
- The Wall Signs were deemed to be too large, and was asked to be reduced in size.

Mr. Lydick was going to go back, and rethink the wall sign, and come back to a future Design Review Board meeting. As a result, no motion was made.

### **Review of Proposed Signage**

**Applicant:**    **Achieve Physical Fitness**  
                         **435 Boston Post Road**

Dave Spatara from Signarama c/o Achieve Physical Fitness was present to discuss the matter with the Board.

Mr. Spatara is proposing:

- A 105.8' x 26' wall mounted sign with gooseneck lighting above the sign
- Two 42.375" x 8" tenant panels to be installed on an existing monument

Feedback from the Design Board:

- Recommended to approve "as presented"

**S. Utke motioned to approve the sign, A. Pang seconded the motion. It was on motion 3-0; Ark-aye, Vollaro-aye, Utke-aye**

### **Review of Proposed Signage**

**Applicant:**    **Primrose Schools**  
                         **225 Boston Post Road**

Stephen Foley builder for the Primrose School was present to discuss the matter with the Board. He presented the proposed signage, and explained that the two signs have already been built and installed, which included a wall mounted non-illuminated sign, and a street sign. The applicant acknowledged that they mistakenly installed the signage without going before the Board and would make modifications as needed.

Mr. Foley is proposing:

- A 6' x 6' freestanding sign, LED backlight 10 feet from the property line
- A 42" wall mounted sign, LED backlight on the north elevation

This property is located in a Residential A Zoning District. A maximum 10 s.f. sign is allowed per the bylaws, so the sign presented would need to be approved by the ZBA. Since this property is on a main thoroughfare, the board looked to the business district zoning bylaws for sizing guidance.

There was discussion among the board about the size of the freestanding sign, which appeared to be larger than would normally be allowed given the property frontage. However, the board considered the actual sign face as the area of the 60" diameter circle at 19.6 square feet. This size is less than the maximum 30 square feet allowed with a 364-lot frontage.

The Board felt that the setback appeared to be appropriate given the constraints of the site.

Feedback from the Design Board:

- Small building sign conformed to Business District Rules
- For the Monument sign, the DRB recommends the Zoning Board Approves 'As-Is' with the following two conditions:
  - The address is added to the top-center of the sign
  - The sign should not be internally illuminated

**S. Utke motioned to recommend approval by the ZBA for both signs, with the addition of the street number on the freestanding sign. A. Pang seconded the motion. It was on motion 3-0; Ark-aye, Vollaro-aye, Utke-aye**

**Minutes for Approval:**

**S. Utke motioned to approve the July 23, 2025 meeting minutes as presented. A. Pang seconded the motion. It was on motion 3-0; Vollaro-aye, Flavin-aye, Utke-aye.**

**Meeting adjourned at 8:46 p.m.**