



Town of Sudbury

Design Review Board

DesignReviewBoard@sudbury.ma.us

Flynn Building
278 Old Sudbury Road
Sudbury, MA 01776
978-639-3387
Fax : 978-639-3314
www.sudbury.ma.us/designreviewboard

Meeting Minutes August 27, 2025 Design Review Board

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

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

Review of Proposed Signage Applicant: Celebree of Sudbury, MA 631 Boston Post Road

Matt Lydick from Strategic Factory returned to the Board with a modified signage design. The applicant is proposing a 29" x 72" freestanding sign set back from the road by 20 ft. In addition, there will be a 35.3 s.f. sign mounted to the north façade as well as a 12.6 s.f. logo on the west façade over the main entrance.

This property is located in a Residential C Zoning District. A maximum 10 s.f. sign is allowed per the bylaws, so the signs presented would need to be approved by the ZBA. Because of its location on Boston Post Road, the board felt it would be appropriate to evaluate the sign application using the regular business district Bylaw requirements.

If the property was in a business district zone, the signage as presented would conform to the Bylaws.

Ms. Vollaro asked if there would be lighting for any of the signs. The applicant informed the board that they were considering gooseneck lighting for the wall-mounted sign facing Boston Post Road. The Board felt that this location would be appropriate and useful. Ms. Vollaro informed the applicant that any lighting would need to be dark sky compliant.

S. Utke motioned to recommend approval from the ZBA for the proposed signs as presented in the materials dated 8/18/2025 with the addition of gooseneck lighting for the north façade sign. A. Pang seconded the motion. It was on motion 3-0; Vollaro-aye, Pang-aye, Utke-aye.

Review of Proposed Signage

Applicant: Chase Bank
527 Boston Post Road (fka 525 Boston Post Road)

Heather Hopkins Dudko and Eric Metzger of Philadelphia Sign Company were present to discuss the matter with the board. The business modified the proposed signage from the last approved sign application.

The applicant is proposing a 123" x 22.5" internally illuminated wall mounted sign at the north facade of the building as well as a small internally illuminated 41" x 8" ATM header sign on the south side of the building. Per the town's zoning review, the total maximum sign allowance for the building is 39 s.f. An internally illuminated primary sign would therefore have a maximum allowable area of 19.5 s.f. after the size deduction. At 19.2 s.f., the proposed primary sign plus the 2.3 s.f. secondary sign conforms to the town bylaws. An additional vinyl window sign was presented, but the applicant was informed that window signs such as this that do not exceed 25% of the window area do not require a sign permit and are not included in the sign area allowance.

Ms. Vollaro suggested relocating the wall-mounted sign, preferably to the tower portion of the façade or at least centering the sign over a bank of windows, since the façade is asymmetrical anyway. Mr. Utke agreed that the tower would be an ideal location for the sign but felt that it was also fine where it was proposed to be. Mr. Pang agreed that the sign location as proposed is a good choice. The applicant preferred to keep the sign where proposed.

There was discussion about possibly of adding a non-internally illuminated sign over the entrance in the future. The applicant requested guidance on how much square footage would be available for this sign without requiring a special permit. At the previous meeting, the applicant was informed that due to the 1/3 deduction in allowable area for internally illuminated signage per the Bylaws, only 7 s.f. was available for an additional internally illuminated sign. Given the potential combination of two internally illuminated signs plus one non-internally illuminated sign, the Board felt that this situation is not explicitly addressed in the Bylaws, and the remaining available sign area would best be confirmed by the town Planning Office/Building Inspector.

S. Utke motioned to approve the signs as presented in the materials dated 8/19/2025. A. Pang seconded the motion. It was on motion 3-0; Vollaro-aye, Pang-aye, Utke-aye.

Minutes for approval:

The board unanimously approved the minutes for the meeting dated August 13, 2025 with edits.

The meeting adjourned at 8:12 p.m.