



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 January 12, 2022 Design Review Board

Meeting Format: Zoom Conference Call
Present: Susan Vollaro, Jim Parker, and Chris Alfonso

Review of Proposed Signage Applicant: Post Road Pediatrics, Sudbury Medical & Dental Center 616 Boston Post Road

John Peterson of Metro Sign represented Sudbury Medical & Dental Center and Post Road Pediatrics. There are two (2) signs which are part of this proposal: the replacement of an existing freestanding sign along Boston Post Road/Route 20 and a new freestanding directional sign along Horse Pond Road.

The Sudbury Medical & Dental Center has numerous entrances to the parking lot and building, the latter of which currently has very small placards on certain offices, that identify the office locations. New families and patients of the Sudbury Medical & Dental Center would struggle to locate the pediatrics office and the allergist without some form of new directional signage.

Ms. Vollaro expressed that the freestanding sign along Boston Post Road/Route 20 is “priceless” and is crucial in helping people identify the turn and location of the center when traveling westbound on Boston Post Rd/Route 20. The redesigned freestanding direction sign on Boston Post Road measures 48” wide by 42” tall and is 12 feet off the ground. The new sign departs from the rectangular shape with an arched top to a typical square sign. The board felt that the choice to make the font size, and style the same for the entire name of the plaza was a step backwards in terms of attractiveness and readability. Currently, the words “Sudbury” and “Center” are smaller and not bold when compared to the “Medical & Dental” which is larger and bold. This small style change significantly improves readability. The 12’ white post that the sign is mounted onto will not be changed in addition to the lighting.

The board agreed that the newly proposed freestanding sign while serving a directional and directory purpose, is classified as a freestanding sign, is too large and located in a high traffic location which would encourage stopping at the entrance of the parking lot and interfere with turning vehicles off of Boston Post Rd/Route 20. Mr. Parker suggested that the sign be broken up into smaller directional signs. The board felt that the purpose of the sign could be accomplished with something smaller. As proposed, there is a large amount of information to read when entering the property. Ms. Vollaro & Mr. Parker recommended a smaller and simpler sign. Mr.

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Alfonso suggested that instead of West and South, the street names could be used i.e., “Horse Pond Rd. Entrance” and “BPR/Route 20 Entrance”. Mr. Alfonso was confused why the Boston Children’s Hospital Logo is so large, and why there is a need to have two 29” high by 56 3/4” wide panels for Post Road Pediatrics. The height of the sign could effectively be reduced in half with just sizing down the Post Road Pediatrics Panels. Mr. Alfonso also pointed out also that the proposed height of the sign is 8.25 feet which is higher than most cars and SUV’s which could block line of sight in some situations for traffic turning on Horse Pond Rd. from both entrances and exits.

The board also discussed that the sign could be placed further into the property at the southwest corner where there is currently no parking and a large hedge wall to provide a greater distance from the entrance and area for cars to decide where to park based on which office they are trying to get to.

The board agreed that the sign is ultimately confusing and can be simplified. If the cardinal directions remain on the sign, they should be labeled in some way on the building. The board also agreed that a special permit would make sense for slightly larger than 2sq ft directional signs. It was also mentioned that there are two entrances/exits on Horse Pond Road, which has no current or proposed signage. Overall, a directional/directory sign would be helpful for patients, especially new patients and should be modified to be more conforming and attractive.

Other Business:

The board unanimously approved the 2021 Annual Report.

The Board unanimously approved the minutes for the meeting dated December 8, 2021.