



Town of Sudbury

Design Review Board

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Meeting Minutes September 28, 2022 Design Review Board

Meeting Format: Zoom Conference Call

Present: Chris Alfonso, Zachary Blake, Jim Parker, and Susan Vollaro

Absent: Katie McCue

Review of Proposed Signage

Applicant: Advisors Living Real Estate
526B Boston Post Road

Advisors Living was represented by Thomas Sateriale and Joseph Correia of Boston Building Wraps. The applicant presented reduced sign sizes that were revised from the original application based on feedback from the Signage Zoning Review. On the north façade, a 99"x25" wall-mounted sign was proposed totaling 17.1 s.f. On the south façade, an 88"x24" wall-mounted sign was proposed totaling 14.8 s.f. Both signs will be halo lit. The Zoning Review of the original sign application noted that the building frontages should be confirmed. The allowable sign sizes on this document were based on estimated building frontages. Based on these estimated linear frontages, a 15 s.f. sign is allowed on the north façade, and a maximum 17.6 s.f. sign is allowed on the south façade. The applicant did not provide updated building frontages at the meeting, so without any other information, the board used the Zoning Review's estimated sizes as a basis for approval. The wall-mounted sign sizes conform to the size requirements. Mr. Parker suggested that there was enough room to scale up the text and logo size within the proposed overall sign size to make the business name more readable from farther away.

The applicant presented two blade signs with a revised size of 4 s.f. each. This size conforms to the bylaws. The board noted that blades sign should only be on facades with an entrance to the business. It appears that the business can be entered from both sides, so if that is the case then two signs are warranted. Mr. Parker mentioned that if the words on the logo were stacked, the lettering on these could be larger, but the applicant indicated that they were constrained by the company logo requirements.

Window signs were presented with the business name and logo on the north façade doors and a large, somewhat abstracted view of the logo on the south façade windows. The applicant indicated that the portion of the window signs that cover the glass total 30 s.f., and the windows in aggregate are 130.25 s.f., so the window signs would be less than 25% of the total area, and therefore conform to the bylaws. These areas include the total area of the front and back windows combined. There was some discussion among the board members if the 25% rule is total for the whole building or per façade. Ms. Vollaro believed that the town's interpretation

was that a window sign should be less than 25% of the total window area on that façade only but did note that the large logo is so abstract, it hardly reads as a logo anyway. The board agreed that the wording in the bylaws is vague and felt that the building inspector would need to make a final determination.

A motion was made to approve the wall-mounted and blade signs as presented with the recommendation that the logo and lettering within the wall-mounted signs could be larger. The allowable size of the window sign would need to be verified by the building inspector. The motion was unanimously approved.

Other Business:

The Board unanimously approved the minutes from the meeting dated September 14, 2022.

Election of the DRB chair was postponed to a future meeting when a full board is present.

Meeting adjourned at 8:21 PM.