



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 18, 2021 Design Review Board

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

Review Updated Proposed Signage Applicant: Citizen's Bank 450 Boston Post Road

Citizen's Bank was represented by Damiane Handa and Tracey Diehl. The applicant presented revised plans which included numerous changes as recommended by the board. The overall look of the building as previously presented was to paint the brick exterior walls a cream color. The paint proposal was removed from the plans. The board agreed that the brick was a rich finish and paint would be difficult to maintain over time.

As determined at the last meeting, the building frontage is along the east façade, totaling 42 linear feet. Per the bylaws, this would allow a total signage area of 36 s.f.

Monument Sign – The monument sign was modified to include the street number on the stone base. The applicant continued to push the fact that the sign itself is physically the same, they are just removing the word bank and replacing it with the Daisy and "Citizens" only. The board noted that when vegetation grows and snowfalls, it might block the street number. Further, the town bylaws call for the monument sign to have the property address on top of the sign. As the original special permit for this sign did not include any modifications, the applicant was reminded that any changes will still need to go before the ZBA.

South Façade – The application calls for the name "Citizens" as well as two logos mounted to the façade. The wall mounted letters plus the one daisy logo totals 15.6 square feet. The additional daisy logo, at 9 square feet, was brought up into question as being an architectural piece or a sign. The board agreed that the Citizen's daisy is ultimately a logo and would count against the total square footage.

The awnings no longer have the Citizens daisy or anything else printed on them. Given this fact, the square footage will no longer count towards their allowable signage area. Mr. Parker expressed concern about the awnings being illuminated. As previously mentioned, the awnings would produce excessive light during the night. Additionally, the bylaws would not permit the awnings to be lit from 11 pm to 6 am.

East Façade – The proposed wall-mounted sign on this façade is smaller than originally presented, the size now matching the proposed sign on the south façade at 15.6 square feet.

The applicant is also proposing a 20”x10” (1.4 s.f.) door plaque with the business name, hours, and other information. Section 3263 of the town bylaws permit a general directory sign no larger than one s.f.

The awning on the right of the entrance has been updated to not include the logo but will also be illuminated. The façade will not be painted as previously presented.

West Façade – Green Aluminum Composite Material will replace the clapboard siding at the small gable, and the existing sign will be eliminated.

The night drop surround will be replaced with a new green, non-illuminated surround. The existing ATM would have illuminated signage atop the unit. The applicant stated that only the ATM access side would be illuminated, but the business name and logo would be on two other sides. Mr. Parker expressed concern for the top illuminated box on top of the ATM. The top of the ATM would be technically internally illuminated which is prohibited by the bylaws. The applicant stated that this would be in the interest of safety and ATM identification. The ATM topper was explained as only having the white letters to be pushed through and illuminated, further indicating that the green area would be opaque. It was pointed out by the board that the Citizens logo does not need to be printed on all 3 sides of the ATM.

Additional Signage – The newly presented directional entrance sign has been simplified to include the word “Enter” with a directional arrow. The board stated again that the sign size needs to be reduced further to conform with the bylaws. As presented, it is approximately 4.6 sq. ft. Per the bylaws, directional signs can be a maximum of two square feet. Mr. Parker also recommends that the word “ATM” and an arrow would be useful to customers who may not see the ATM upon entering the parking lot.

Another directional sign pointing to the drive-up ATM was proposed totaling 1.7 square feet. This size conforms to the bylaws.

The proposed signage square footage per this application is at 40.2 square feet, and therefore is 4.2 square feet more than what is allowed. This number includes the two 15.6 s.f. signs and the 9 s.f. logo.

The Board discussed the merits of the sign proposal. The proposed new total wall mounted size area appears to be less than is existing on the building. The board unanimously approved a recommendation for approval of the wall-mounted signs to the Zoning Board of Appeals. All approved this motion. The applicant was notified that the freestanding directional sign was much too large and could easily be made smaller. The directory sign was also larger than allowed.

Other Business:

The Board approved the minutes for the meeting dated July 28, 2021.

Addendum to Meeting Minutes August 18, 2021: At the meeting on August 18, 2021, a revised application for signage by Citizens Bank, 450 Boston Post Road was reviewed. This included review of proposed new ATM signage to be located on three sides of the ATM. An internally illuminated sign with the text “Citizens” was proposed for the west side of the ATM. This would be visible by east bound traffic on Route 20. It is proposed to be illuminated when in service which would be 24 hours a day seven days a week. After the meeting in an email to the board chairperson, Andrew Lewis, the building inspector for the town of Sudbury provided clarity as to his interpretation of the town bylaws regarding ATM internally illuminated signage. With regard to total allowable signage if the signage is part of and connected to the dispensing device it would not count towards total allowable signage area. With regard to 24/7 illumination of an integrated internally illuminated ATM sign if the ATM is accessible 24/7, it can remain illuminated 24/7. In summary the proposed Citizens ATM signage does not count against the total allowable square footage.