



Town of Sudbury

Design Review Board

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Meeting Minutes

June 14, 2023

Design Review Board

Meeting Format: Zoom Conference Call

Present: Zachary Blake, Jim Parker, and Susan Vollaro

Absent: Katie McCue

Review of Proposed Signage

Applicant: Distinctly New England
357 Boston Post Road

Distinctly New England was represented by owner Richard Wilcox. The applicant is proposing a 36"x70" roof mounted wood sign that would attach to the existing brackets from the previous tenants' sign. The application listed the building frontage at 38 feet. The board explained to the applicant that this length only applies to the portion of the building that the business occupies. Since there is another tenant in the east half of the building, 19 linear feet of building frontage was used for calculating signage allowances. At this length, 30 square feet of signage is allowed, with the maximum primary sign allowance at 22.5 s.f. The proposed sign at 22.5 s.f. conforms to the bylaws.

The board overall felt that the sign was clear and appropriate for the building. Ms. Vollaro recommended that the two lines of the business name have a consistent font size. A recommendation was also made to have a solid border around the edge of the sign, which the applicant said that they were considering. Ms. Vollaro also suggested checking with the sign fabricator to make sure that the fasteners are concealed, noting that screws could be seen on the face of the previous sign at that location.

The board confirmed that the applicant was aware this sign will also need to be approved by the Historic District Commission.

The motion was made to approve the sign as presented with recommendations to the design as noted above. All approved the motion.

Review of Proposed Signage

Applicant: Pure Performance Training
83 Union Ave

Pure Performance Training was represented by owner Adam Vogel. The applicant is proposing a 48"x96" wall mounted sign facing Union Ave. The application listed the building frontage at 100

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feet. Similar to the previous applicant, the board explained that this length should only apply to the portion of the building that the business occupies. Since there is another tenant in the south half of the building, the board estimated that 50 linear foot of primary building frontage plus 20 linear feet (40% of 50 feet) of secondary building frontage on the north façade was used for calculating signage allowances. At this length, a maximum of 39 square feet of signage is allowed, with the maximum primary sign allowance at 29.25 s.f. The proposed sign, at 32 s.f. does not conform to the bylaws. The business owner agreed to decrease the sign to 29.25 s.f. or less to avoid the need for a special permit. Ms. Vollaro suggested making the width of the sign smaller to minimize blank space on the sign. Regarding the sign content, Mr. Parker noted that the business name was difficult to read in circular format.

The sign was proposed to be mounted to the façade facing Union Ave, even though the main entrance from the parking lot is on the back of the building. The board felt that the proposed façade for the sign was appropriate.

The motion was made to approve the sign at a reduced maximum area of 29.25 s.f. All approved the motion.

Review of Proposed Site Plan

**Applicant: Metrolube Realty LLC
86-92 Boston Post Road**

Metrolube Realty LLC was represented by Josh Fox of Rollins, Rollins, and Fox as well as Steve Jenkins of Valvoline. The applicant proposed a new Valvoline building and site plan for review. The new brick building will be set back further from Boston Post Road than the existing building. A landscape plan showed new native trees and shrubs proposed around the site. All proposed site lighting is dark sky compliant and lighting levels zero out as they approach the edges of the lot. Signage was not proposed at this time, but signs were shown on the elevations for future planning purposes. Ms. Vollaro noted that according to the Photometric Lighting Plan, lighting levels went down to zero well before the staff parking area. Additional lighting should be added for staff to safely return to their cars during the darker winter evenings. Overall, the board felt that the building massing, scale, and setback were appropriate for the location.

Other Business:

Minutes for Review:

- The board unanimously approved the minutes from the meeting dated May 24, 2023.

Meeting Adjourned at 8:35 pm