

**TOWN OF STURBRIDGE, MA
DESIGN REVIEW COMMITTEE**

**MEETING MINUTES
21 February 2012**

Meeting Convened: 7:00 pm

Meeting Adjourned: 8:47 pm (motion to adjourn C Forgit; second: E Cook)

Attendees: Design Review Committee (DRC) – Chris Castendyk, Elaine Cook, Cindy Sowa Forgit, Fran O’Connell, Chris Wilson and Applicants

Location: Center Office Building, 2nd Floor Main Meeting Room

Agenda: 100 Charlton Road (Hobbs Brook Plaza) – Cinemagic
500 Main Street (Rt. 20) – Mt. Laurel Yarn Boutique
503 Main Street (Rt. 20) – The Whistling Swan
419 Main Street (Rt. 20 fka Basketville) – Yervant Realty, LLC
Old Business
New Business

Street: 100 Charlton Road

Applicant: ViewPoint Sign & Awning

Pylon Sign:

Location: see attached sketch/photo (using existing sign)

Detail Specifications: Painted onto wood

Colors: Logo/Wording: “Cinemagic” in Red PMS #187; Background: Blue (PMS color forthcoming); “Stadium Theatres” in White

Address: existing

Size: 16 ½”h x 43 ½”l = 4.98 SF

Lighting: using existing; located on each side of the signs.

Landscaping: currently exists

Building Sign:

Location: centered over entry (see existing sketch)

Detail Specifications: 3” deep fabricated aluminum letters

Colors: Logo/Wording: “Cinemagic” in Red PMS #187; “Starburst” various colors; ref to sketch

Size: 67 ¾”h x 418 ½”l = 197 SF (special permit allows size)

Lighting: existing gooseneck

Note: There will be no additional signage, for example “Now Playing ... or Coming Soon ...”, in the front windows; The main doors will be relocated to the center of the building and will look the same to keep with the original façade.

Pending: Color samples will be sent to the Planning Office this week for the file.

Motion to Approve: C Castendyk 2nd Motion: E Cook Vote: Unanimous

Street: 500 Main Street

Applicant: Helen Dude

Building Sign: None at this time, but tenant will put in for an application with the Planning Department at a later date.

Pylon Sign:

Location: see attached sketch/photo (using existing sign)

Detail Specifications: ¾” MDO; wood sign. Located under “Park Place” sign.

Colors: Logo/Wording: “Mt. Laurel Yarn” in black; White background; Green Border; colors to be painted onto sign

Address: existing

Size: 12”h x 61”l

Lighting: using existing; located on each side of the signs.

Landscaping: currently exists

Note: Tenant agreed to use the green color that exists on the current sign. It is the background shape that contains the street number at the top of the sign.

Pending: Color samples will be sent to the Planning Office this week for the file.

Motion to Approve: C Castendyk 2nd Motion: E Cook Vote: Unanimous

Street: 502 Main Street

Applicant: Daniel Gonya

Pylon Sign: *Note: using parts of the same sign that was approved by the DRC at the 9.20.11 meeting. Please refer to that meeting for sign specifications. Any revision to the sign discussed in this meeting, has been noted below.*

Location: see attached sketch/photo (using existing sign)

Detail Specifications: reference the 9.20.11 meeting minutes

Colors: Wood posts to remain white. Logo/Wording: "The Whistling Swan" PMS #655 (eggplant); "Avellino" PMS #222 (colonial red) & the background is to appear like a piece of old parchment paper; "The" PMS #729 (ochre); "Duck" PMS #655 (eggplant); Background: white.

Address: Exists on sign; top; centered; adding "The Whistling Swan" centered in this panel/location.

Size: 9.6"h x 34"l of overall lettering; tenant sign: 15"h x 37.5"l

Lighting: reference the 9.20.11 meeting minutes

Landscaping: currently exists

Note: The overall size of the sign is larger than permitted. The tenant agreed to meet with the Building Inspector to discuss approval prior to proceeding with manufacturing. A DRC member pointed out that the (2) temporary sign panels under the main panel have remained the same since the opening, thus this should not be considered "temporary signage". The applicant is aware of this and has included the SF of these (2) signs in the overall signage for which they will discuss with the Building Inspector's Office.

Building Sign: None

Motion to Approve: C Forgit 2nd Motion: C Castendyk Vote: Unanimous

Street: 419 Main Street

Applicant: Yervant Realty, LLC, Dr. Olga Restrepo & Bertin Engineering, Mike Loin

Pylon Sign:

Location: see attached sketch/photo (using existing sign); new landscaped island

Detail Specifications: 12"x 15" decorative colonial posts

Colors: Logo/Wording: sketch to be re-worked from the two presented

Address: centered at top of sign; "Main" on left side; "419" centered; "Street" on right side

Size: 15'6"h x 9'6"l overall sign; interchangeable plaques: 11"h x 84"l

Lighting: using existing; located on each side of the signs.

Landscaping: will provide once weather permits

Building Sign: None

Note: DRC was presented the Architectural Application along with the Permanent Signage Application. This was an overview of the plan and intent of the buildings and surrounding landscape. Applicant will provide a rendered sketch of the front elevation (faces Rt. 20) and a side elevation (faces the parking lot) to appropriately illustrate the colors and textures of materials proposed in this meeting for DRC to review and vote.

Note: All applicants were made aware of the "next steps" in this process by the DRC as their respective signage is approved. Applicants will circle back with Planning, then over to the Building Inspector's office for a permit number to be issued and thus added to their sign.

Old Business:

Meeting minutes: Last meeting on 1.3.2012; approved

New Business:

Next Meeting Date Change: Our next meeting falls during the Presidential Primary; 3 members of the DRC typically work the polls and would not be present. To insure a quorum for our next meeting, as the applicant is traveling from South Carolina, we agreed to hold our public meeting on Wednesday, March 6th to accommodate schedules.

Planning Board Meeting: Meeting held on 1.24.12 was attended by Fran and learned that DRC may no longer be responsible for voting on temporary signage, appears that may soon fall under Planning Board's role. Also found that DRC's landscaping concerns continue to be important along with informing applicants of the overall process with respect to the various branches in town (Building Inspector, Planning Board etc).

Planning Board Signage Sub Committee Meeting: Meeting held on 2.14.12 was attended by Chris Castendyk and learned that there may be revisions in the DRC guidelines to be presented at the next town meeting with regards to:

- Sandwich Board Signage: trying to illuminate or limit their use as it seems they are ineffective in moving (via vehicle) traffic vs. foot traffic
- Temporary Signage: looking into other ways to be presented to the public. May look at the Whistling Swan's model of (2) smaller signs to be a part of the entire sign, to be incorporated in a more permanent structure.
- Ladder Signs: to use similar color schemes

DRC has requested numerous times, to be included on the meeting minutes of this sub-committee. Jean, who can we contact to be added to their distribution list?

Cc: Building Inspector; D Lindberg
Town Planner, Jean Bubon
Town Administrator, Shaun Suhoski
Board of Selectmen: Chairman, Tom Creamer

Prepared by: C Forgit