

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

**MEETING MINUTES  
7 March 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 (absent), Elaine Cook, Cindy Sowa Forgit, Fran O’Connell, Chris Wilson and Applicants

**Location:** Center Office Building, 2<sup>nd</sup> Floor Main Meeting Room

**Agenda:** 120 Charlton Road (Hobbs Brook Plaza) – Applebee’s  
(4) Various Locations – The Town of Sturbridge; Conservation Department  
392 Main Street (Rt. 20) – Mermaid’s Closet Boutique  
Old Business  
New Business

**Street:** 120 Charlton Road

**Applicant:** Paul Eulberg, Apple American Group, LLC

**Architectural Application:** reviewed; see booklet provided by applicant. Applicant has submitted plans to Building Inspector for approval of façade enhancements to the tower. It will no longer be a brick front. Submitted plans to use manufactured field stone that resembles colors native to our area.

**Motion to Approve:** C Wilson    2<sup>nd</sup> **Motion:** E Cook    **Vote:** Unanimous

**Building Sign:**

**Location:** see attached sketch/photo

**Detail Specifications:** Logo/Wording: "Applebee's" in White; Plexiglas with anodized powder coated aluminum. Apple symbol is separate from wording.

**Colors:** White Sintra, Dark Bronze, Dark Red, Oracle Dark Red, Green and Black. (see sketch)

**Address:** at pylon

**Size:** 4'8" x 11'6"; 53.67 SF

**Lighting:** using existing on Rt.20; installing new led more energy efficient lighting that will be located under sign and at the awning structures. This allows for the "dark sky" effect.

**Landscaping:** exists

**Pylon Sign:** Not discussed

**Note:** There will be no additional signage, for example "Welcome Back", above the main doors.

**Motion to Approve:** C Wilson    2<sup>nd</sup> **Motion:** E Cook    **Vote:** Unanimous

**Street:** Various Locations – Trails Signage: Heins off Premises Directional Signage

**Applicant:** Thomas Chamberlain c/o The Town of Sturbridge; Conservation Department

**Directional Sign:**

**Location:** see attached sketch/map

- 1) Rt. 20 East (100' before light)
- 2) Leadmine & Stallion Hill Road
- 3) Stallion Hill Rd @ OSV Access Road
- 4) Rt. 20 West (50' JugTurn)

**Detail Specifications:** Aluminum .080 thick

**Wording:** previously presented and passed by DRC at previous meeting;

**Size:** 24"h x 18"l

**Lighting:** none

**Motion to Approve:** E Cook    2<sup>nd</sup> **Motion:** C Wilson    **Vote:** Unanimous

**Street: 392 Main Street, Unit 3**

**Applicant:** Sarah Meier

**Pylon Sign:** None

**Building Sign:**

**Location:** Above Door

**Detail Specifications:** Painted with latex exterior paint; 3/4" CDX plywood sign; sanded smooth; sealed with 2 coats of Polyurethane to thickness of 2 mils. to withstand the elements.

**Colors:** Logo/Wording: "Mermaids Closet Boutique" in Benjamin Moore #2077-10 Onyx (Black); Background: Benjamin Moore #2133-10 Magenta (deep purple/red); vinyl di-cut

**Size:** 20"h x 72"l

**Lighting:** using existing

**Motion to Approve:** C Wilson

**2<sup>nd</sup> Motion:** E Cook

**Vote:** Unanimous

**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 2.21.2012; approved

**New Business:**

**New Signage By-laws:** Town may elect to hold a separate town meeting as they won't be ready for warrant at the upcoming Annual Town Meeting. Some DRC members are not sure this is allowed when it comes to voting on any Town by-laws.

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

Prepared by: C Forgit