

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

**MEETING MINUTES  
18 September 2012**

**Meeting Convened:** 7:00 pm

**Meeting Adjourned:** 8:18 pm (motion to adjourn F O'Connell; second: C Wilson)

**Attendees:** Design Review Committee (DRC) – Chris Castendyk, Elaine Cook, Cindy Sowa Forgit, Fran O'Connell, Chris Wilson, Applicants & a Member of the Press

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

**Agenda:** 559 Main Street (Rt. 20) – Joe Faucher, Brimfield Sign c/o Owner  
179 Main Street (Rt. 131) – Joe Faucher, Brimfield Sign & Mike Loin, Bertin Engineering c/o  
179 Main Street (Rt. 131) – Peter Sagamsky, Owner Winebuyer's Outlet – walk-in applicant  
Old Business  
New Business

**Member of the Press:** Bonnie Fancy, freelance writer, representing the Town Common Newspaper

**Street: 559 Main Street**

**Applicant:** 559 Main Street (Mill Yard Market Place Building)

**Pylon Sign:** no sign/application requested at this time by owner. Note: Joe will be bringing forth some sign options for the owner to consider in order to clean up and update the current sign as there have been a lot of companies moving in and some that have moved out long ago. For example, "Mill Yard Furniture Outlet" no longer resides in this building.

**Building Sign:**

**Zoning District:** Commercial Tourist District

**Location:** front of building; reference attached plan. Will not impede over the sidewalk.

**Detail Specifications:**

**Colors:** The background color will fade out towards the middle of the sign; ref attached plan.

**"Brush" PMS 2735 Blue "It" PMS 202 Red "Off" Various colors; ref to plan; "Paint & Sip Bar": PMS 381 Green, PMS 226 Pink & PMS 1255 Gold**

**Materials:** painted MDO Aluminum

**Size:** 36"l x 24"h

**Documents Reviewed:** Sketch of sign; on file with Planning Department in Applicant's File and Color Chips

**Lighting:** None

**Street Address:** Will show on Pylon/Ladder Sign only, not on each building sign.

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

**Note:** Due to the multi-use purpose of this tenant; Planning Board approval is not needed.

**Question:** "Creative Play Things" has a sign at this current building location. DRC never received a sign application. Is there one currently in process?

**Street: 179 Main Street**

**Applicant:** 179 Main Street LLC, Brian Galonek, Owner

**Pylon Sign:** no sign/application requested at this time by owner

**Building Sign:**

**Zoning District:** Commercial District; Pre Existing Non-Conforming lot w/regard to setbacks.

Note: Special permit & Variance granted 4/11/2012; Site Plan approved 5/22/2012

**Location:** front of building; various locations; reference attached plan

**Detail Specifications & Colors:**

- **Unit A:** "Teddy G's Pub & Grille" Colors: Black Background; outlined in White; Copy: Red – "Teddy G's" Red (PMS 200); Gold – "Pub & Grille" Gold (PMS 110)  
Note: Gold and Blue Flame Icon below "Teddy G's".

**Materials:** aluminum sign; painted MDO High Gloss Aluminum panels and PVC frame)

**Size:** 24 SQ

**Documents Reviewed:** Sketch of sign; on file with Planning Department in Applicant's File

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

**General 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.

**179 Main Street:** The applicant had provided a plan that was presented to the DRC on 5.15.12 for review. The same plan was presented at the 9.18.12 DRC meeting; however it differs from what is built today, which causes some concern with the DRC. Here are the items of concern that were addressed by Mike Loin, Bertin Engineering and Joe Faucher, Brimfield Sign Company at this evening’s meeting:

- **Roof color:** Original “driftwood” was to be installed. The incorrect color, black, was half way installed when the mistake in color was discovered. Since it was darker than what was originally spec’d, the owners decided to leave it as is and finish.
- **No transom lights (located above the main doors) on Units A, C & D:** won’t be able to install due to the scale of the signage
- **No red brick façade was installed:** Unable to match the color of the existing brick after trying various manufacturers. Therefore they took the original color from the doors (Fireweed) and used as an accent color in place of the brick.
- **No Board & Batten façade was installed:** this area is not finished; currently in progress. Going over the green areas with batten strips.
- **No circle exists at the top of the structure in Units B & E:** these were originally gable vents, but due overall aesthetics and the construction venting of the roof, they will not be installed.
- **No cupolas exist at the top of the structure in three locations:** this area is not finished; currently in progress. To be ordering (3) units from the Amish in PA within the next few weeks. Should be installed in about a month.
- **Will the main doors still be “red”:** Came in as white, but felt there was a lot going on and the white worked better than the original red color that was specified.
- **Will the shutters still be “black”:** Yes, they will still be the same charcoal color. They will be ordered within the next week or so also.
- **No Double Window in Red Building Area:** Now is a single window as spacing changed due to overall size of the building.
- **Main Entry (2 windows are now 1 large window):** Scale was too big to use 2 smaller windows, one larger window looked more aesthetically pleasing.
- **Landscaping:** Some plantings will start to occur, as they received delivery this week for some shrubs. Some will be planted on the sides of the main entry, unfortunately, no plantings can occur along most of the front of the building due to parking area limitations.

*Note: Per Mr. Loin, Bertin Engineering the building and the original design went under a lot of changes from the original plan that was presented back in May. This occurred primarily due to the fact that the building couldn’t fit into this replicated façade; that came from another building project. This meeting was to discuss the reasons as to why this occurred as noted above. Mr. Loin also presented an updated plan to the DRC, for the file dated 6.20.12.*

#### **Street: 179 Main Street**

**Tenant:** 179 Main Street LLC – Winebuyer’s Outlet; Walk-in applicant

**Notification:** The owner came to this meeting tonight, to advise the DRC, that the sign we were presented, voted on and approved at our the last meeting was never reviewed, nor agreed to by him prior to that meeting. The signs will start to be installed at the new location in the next week. With this, he only became aware of our meeting a day or so ago thus has not filed a formal application with the Planning Department.

The following sign was approved by the DRC at our last meeting:

**“Unit D:** *“The Winebuyer’s Outlet” Colors: Black Background; outlined in White & Red (PMS 200); Copy: White – “The Winebuyer’s Outlet”, Gold (PMS 110) – “Sturbridge Cheese & Chocolate”; Grapes will remain dark Green (part of their branding/logo).”*

Mr. Sagamsky would like the DRC to reconsider using his expensive existing wood carved sign. 179 Main Street, LLC (owner) had given approval for Mr. Sagamsky to use his existing sign that was currently approved by the DRC; and that resides at his business location on Rt. 20, Main Street now. This sign represents his branding. The current colors of his new sign do not represent his branding at all.

A member of the DRC proposed, using his existing sign (cream color background, with burgundy copy), cut into an oval shape, placed on a larger oval shaped black background, while incorporating his newly expanded company “Sturbridge Cheese & Chocolate” in Gold. Reference attached photos. The sign size must remain at 24

SF. Joe Faucher will work up a drawing with Mr. Sagamsky. Mr. Sagamsky will file an application with the Planning Department, which will be scheduled for review at our next meeting.

The DRC advised that we are unable to vote on his proposal due to the following:

- It would violation of the “open meeting law” as he was not on the public agenda. These agendas must be posted on the Town website 48 hrs prior to a meeting.
- The Planning Department must see all applicants along with a written application, prior to a meeting, which timing did not allow this to occur in time for our meeting.

**Documents Reviewed:** Sketch of sign brought in by tenant; a revised one will be formally submitted with Planning Department once the tenant files his application.

#### **Old Business:**

- **DRC Meeting minutes:** Last meeting on 9.18.2012; approved. C Wilson abstained her vote due to her absence at this meeting.
- **Sturbridge Cleaners (Rt. 20):** Update: The Building Inspector looked into the temporary sign which now has been removed. Thank you for looking into this.
- **Sign Sub Committee Meeting:** No one from the DRC was able to attend this meeting held on Tue, 9/25/12 at the Center Office Building at 4:30pm. DRC would like to request a copy of these meeting minutes.

#### **New Business:**

- **DRC Meeting Date Change:** In order to accommodate several members of the DRC who will be aiding at the Town Election Polls, our regular Tuesday evening meeting will take place on the following day, Wednesday, Nov 11<sup>th</sup>.
- **Political Sign Size:** Does the size restriction follow the “temporary sign” by-law chart?
- **Feather Signs:** Do feather signs need a permit? For example: Stop & Shop has on Rt. 20 have a few signs that state “Now Open” & “Stop & Shop”.

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

Prepared by: C Forgit