

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

**MEETING MINUTES  
19 March 2013**

**Meeting Convened: 7:00 pm**

**Meeting Adjourned: 8:22 pm** (motion to adjourn C Forgit; second: F O'Connell)

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

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

**Agenda:** 440 Main Street (Rt. 20) – Sweet Kiwi Frozen Yogurt  
173 Main Street (Rt. 131) – Sturbridge Gas  
371 Main Street (Rt. 20) – Showcase Antiques, Thai Place, Country Curtains & Crabtree Evelyn  
100 Charlton Road (Rt. 20) – Michaels (formerly Old Navy)  
100 Charlton Road (Rt. 20) – Famous Footware  
Old Business  
New Business

**Street: 440 Main Street – Sweet Kiwi Frozen Yogurt**

**Applicant:** Joe Faucher c/o Son Vo, Brimfield Sign Company

**Application for Permanent Sign:**

**Building Color:** White; Door and Window: Dark Grey with a Colonial Grill Pattern

**Building Sign:** to erect on roof; 42"H x 180"L (30 sf); reference sketch in file (see below note). Single faced; Aluminum face and frame; White baked enamel face and frame (.040); Colors: Yellow (R255, G255, B0); Brown: (R103, G86, B0); Magenta (R255, G0, B255); Lime Green (R04, G221, B36), Green (R0, G255, B0); Light Green (R178, G203, B23); Black (R0, G255, B0). Dark Gray will be the shadow on all copy (not shown on the plan, but edited at this meeting).

**Pylon Sign:** 60"w x 72" (30 SF), Double Faced; 040 Baked Enamel Aluminum Faces; White face and frame. Installed on existing white posts.

**Roof:** Replacing the front roof with IKO "Pewter Grey" architectural shingles. Rear roof to remain due to cost savings.

**Lighting:** Will be using light; however no plan to review this evening; owner to provide to Planning Department at a later date for DRC review.

**Zoning District:** Commercial Tourist

**Building Sign:** Was not approved due to the size and location; overall size was too large and felt it was categorized as a roof sign however, C Forgit felt this proposed sign location was acceptable. E Cook suggested perhaps only a Pylon sign could be used to convey all the signage for this free standing, single business location. All members agreed with this suggestion. C Cournoyer will suggest to the owner.

**Documents Reviewed:** Sketch of building, building & pylon sign elevation; Color Cut sheet; on file with Planning Department in Applicant's File

**Note:** Façade improvements have been approved for this location. With regards to the sign installation at the base of the roof/gutter location, there are many instances w/in this district that contains locations of signs on roofs. The sign that was previously at this location was mounted in a similar fashion; there is limited wall space on which to erect this sign.

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

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

**Street: 173 Main Street – Sturbridge Gas**

**Applicant:** John Cloutier c/o Joseph Daou, Globe Sign Company

**Application for Permanent Sign:**

**Building Sign:** 60"H x 68"L; wall mounted; dimensional sign with hand painted illustration of "Antique Ford Model A"; Mounted to wall facing fuel pumps to the right of cashier's window...to erect on roof; 42"H x 180"L (30 sf); reference sketch in file (see below note). Single faced; Aluminum face and frame; White baked enamel face and frame (.040); Colors: "Main St. Auto"; MA Inspection; Complete Repair Service; Tires\*Exhaust\*Brakes; 508.347.7175

**Pylon Sign:** previously approved by DRC at 6.19.2012 meeting

**Landscaping:** Not discussed; must submit an application to Planning Dept for DRC review if lighting is to be used.

**Lighting:** None; if used must submit an application for DRC review

**Zoning District:** Commercial District

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

**Note:** location of this sign is proposed to be erected on the front building. This business resides behind the building that is seen from the street.

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

- Building Inspector to approve this sign location; DRC has approved the sign as presented
- Rear Building is currently out of Signage compliance: (2) signs currently exist on building; (3) banner signs that state: GoodYear, Oil, Exhaust etc
- Main Building is currently out of Signage compliance: Additional signs not approved by DRC, that state: Inspections, Propone, Tires

**Street: 371 Main Street – Showcase Antiques, Thai Place, Country Curtains and Crabtree and Evelyn**

**Applicant:** John Cloutier c/o Old Sturbridge Village, Globe Sign Company

**Application for Permanent Sign: Multi-Tenant Use**

**Building Sign:** 81"H x 74"L (41.62 SF); (4) individual tenant panels = 31 sf; reference sketch in file. Single faced; Natural rough sawn wood panel; mounted on existing steel based posts; main post will remain a natural weathered wood as this look is used throughout OSV grounds. Colors; Vinyl Di-Cut: White, Blue, Red, Gold Leaf, Black and Natural Wood. See sketch for various locations of these colors for each of the four tenants.

**Pylon Sign:** DRC recently approved this sign for Country Curtains. This sign will need to be removed as the bylaw does limit a business to one freestanding and one building sign.

**Landscaping:**

**Lighting:** Existing lighting to remain and unaltered at gable ends of building. Owner to submit a lighting plan to Planning for approval.

**Zoning District:** Commercial Tourist

**Documents Reviewed:** Sketch of building and pylon sign elevation, overall site plan; on file with Planning Department in Applicant's File

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

- All owners must provide written sign off to Planning Dept that their individual free standing signs will be removed

**Street: 100 Charlton Street – Michaels Arts & Crafts (former location of Old Navy)**

**Applicant:** Pretorius Electric & Sign Co.; LLC

**Application for Permanent Sign:**

**Building Sign:** 7'9 1/2"H x 21'2 5/8"L (165.28 SF); reference sketch in file (see below note under "Special Permit"). Non illuminated; reverse channel letter mounted on extruded aluminum raceway. Single faced; 3" deep pre painted black aluminum faces; aluminum painted T/M #2412 Bronze acrylic "Michaels the arts and crafts store"; T/M PMS 427G raceway

**Pylon Sign:** 1'41/2"w x 3'7 1/2" ( SF), Non illuminated; (2) Single Faced; 040 Baked Enamel Aluminum Faces; White face and frame with vinyl graphics applied to surface. Installed on existing multi-tenant pylon sign. (2) will state "coming soon"; then be replaced by (2) "now open".

**Landscaping:** Not discussed

**Lighting:** Existing lighting to remain

**Zoning District:** Commercial

**Special Permit:** Granted by ZBA on 7.15.1999; for special size and height for signage. Old Navy was allowed one sign to be no larger than 180' SF with letters to be not more than 5'0"H with condition that letters be solid not translucent.

**Planning Board:** Approval was granted for changes to the loading dock and compactor on 3.12.2013..

**Documents Reviewed:** Sketch of building and pylon sign elevation, overall site plan (drawing #23-16463-10 dated 2.8.2013); on file with Planning Department in Applicant's File

**Note:** Applicant completed the Architectural Application instead of the Permanent Sign application, since all necessary information was provided, this application was accepted.

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

**Street: 100 Charlton Street – Famous Footware**

**Applicant:** Josh Muckelvaney, Anchor Sign Inc

**Application for Permanent Sign:**

**Building Sign:** 84"H x 15'10"L (61 SF); reference sketch in file (see below note under "Special Permit"). Non illuminated; individual channel letters. Single faced; .040 Aluminum letter returns painted to match BM 2099-10 Brown; 0.125" x 1" trim caps; white for letters; Logo: white acrylic face with applied vinyl Red 3M#3630-83 to match PMS 187C Red; Letters: White acrylic faces.

**Pylon Sign:** 16 3/8"H x 43 1/2" (4.95 SF), Non illuminated; (2) Single Faced; .040 Baked Enamel Aluminum Faces; White face and frame with vinyl graphics applied to surface; 3M#3630-59 Dark Brown (background) and 3M#3630-83 Red vinyl overlay. Installed on existing multi-tenant pylon sign.

**Landscaping:** Not discussed.

**Lighting:** Existing lighting to remain

**Zoning District:** Commercial

**Special Permit:** Granted by ZBA on 7.15.1999; for special size and height for signage. Famous Footware was allowed one sign to be no larger than 84' SF.

**Planning Board:** Approval was granted for changes to the loading dock and compactor on 3.12.2013..

**Documents Reviewed:** Sketch of building and pylon sign elevation, overall site plan; Color Chips; on file with Planning Department in Applicant's File

**Note:** Due to a change in color scheme and logo adopted by Famous Footware, the applicant is requesting to incorporate these changes to the building and pylon sign. Temporary "coming soon" and "now open" are stickers that will be removed appx. 2 weeks later from the event occurring.

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

#### **Old Business:**

- **DRC Meeting minutes:** Last meeting on 3.5.2013; approved with some minor clarifications
- **CK Nails:** Sign/Banner is still out of compliance. Would the Building Inspector have this removed as it's not allowed per our bylaws.

#### **New Business:**

- **Next DRC Meeting: Wednesday, April 3<sup>rd</sup> and Tuesday, April 16<sup>th</sup>**
- **Town Planner Update:** Planning Board voted to act as petitioner for proposed changes to the sign bylaw. Such changes, if approved, would be:
  - Signs will no longer have to be all the same color
  - Allow sandwich board signs to be used by each business provided they are put out and taken in on a daily basis.
  - 18 month grace period for businesses to use existing signage
  - Public Hearing will be held on Tuesday 4.2.2013 at Town Hall; 6:30 pm which will conflict with DRC meeting schedule if an application is received for that day. DRC voted unanimously to change date to Wednesday 4.3.2013 so members can attend.
- Neon signs have been popping up, would the Building Inspector please advise businesses this is not allowed per bylaws. Locations: Sal's Pizza, Sam' Convenient Store, TJ O'Brien's and Laundromat (all located on Rt. 20).
- **Cindy Sowa Forgit:** will not be requesting to renew her term at the beginning of June 2013. Notification was sent to Shaun Suhoski and Jean Bubon. Her last meeting will be the last scheduled meeting at the end of May 2013.

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

Prepared by: C Forgit