

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

**MEETING MINUTES
3 April 2013**

Meeting Convened: 7:00 pm

Meeting Adjourned: 7:55 pm (motion to adjourn C Wilson; second: C Castendyk)

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

Location: Center Office Building, 2nd Floor Small Conference Room

Agenda: 362 Main Street (Rt. 20) – Bentley Pub II
179 Main Street (Rt. 131) – 179 Main Street
Old Business
New Business

Fran O’Connell, Chairperson, had a conflict with another Town Committee Kick Off Meeting, therefore Chris Castendyk, Co-Chairperson, facilitated the meeting.

Street: 362 Main Street – Bentley Pub II, LLC

Applicant: Marc Pillsbury c/o Bentley Pub II LLC, Pillsbury Sign Company and Roger Holden

Application for Permanent Sign: Multi-Tenant Use

Building Sign: None requested at this time. Applicant will pull another application for a building sign if requested at a later date as tenants fill these vacancies.

Pylon Sign: 53”h x 78”l, Double Faced; PVC sign with raised PVC trim around the sign to look like wood. Used for durability and low maintenance. To replace the existing “Piccadilly Pub” sign. New sign will be the same size as the existing sign; installed on existing posts. Note: the landlord is said to be repainting the posts at some point. Reference attached sketch.

Colors: Red (PMS 200C), Yellow (PMS 110c) and Ivory (PMS 7402C). Please see below note.

Lighting: None requested. To use existing, goosenecks currently mounted at the top, center of the structure.

Landscaping: Some exists, however it is not within this tenants’ scope of work.

Zoning District: Commercial Tourist

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

Note: After review of the color chips, the sign vendor agreed to revise the colors at DRC request. Colors were revised to deepen the hue, while staying within the same color family of each proposed color. The proposed colors were more of a bright red (PMS 199C), bright yellow (PMS 109C) and Ivory (PMS 7401C). DRC members felt the deeper hue works better for this location with regards to the overall colors of the building and the other existing, faded sign.

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

Street: 179 Main Street – 179 Main Street, LLC

Applicant: Joe Faucher c/o 179 Main Street, LLC, Brimfield Sign Company

Application for Permanent Sign: Multi-Tenant Use

Building Sign: None requested at this time. Applicant will pull another application for a building sign if requested at a later date as tenants fill these vacancies.

Pylon Sign: 50’0” (SF). Breakdown: 12”h x 9’0”w (18’0” SF) for top portion. 4’0”h x 8’0”w (32’0” SF) for bottom portion. Each tenant panel will be 8”h. Carved “main street” and raised “179” cut out panels. MDO panel with aluminum inserts; Double Faced. Reference attached sketch. Location: see sketch and note below.

Colors: Color chips reside in the Architectural Application: 179 Main Street, LLC file; currently approved and on file with Planning Department. Background: Black, Copy: White; Address Numeral: Deep Red

Landscaping: Joe has proposed to owner to remove and relocate the (1) existing tree in this location in order for the sign to be erected.

Lighting: None requested at this time. Applicant will need to see Planning Department if lighting is requested at a later time.

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. Planning Board has approved this as a mixed use property.

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

Note (Sign Sketch): The sketch shows the main tenants currently located (for example, Teddy G's Pub, The Winebuyer's Outlet etc.). This is used for illustration purposes only. This sign will be for the four tenants (yet to be determined) located in the rear of this building.

Note (Location): Joe confirmed with the Owner and the Site Engineer on the location of the proposed sign, and should not be a concern as it's set back from the State Property line.

Motion to Approve: C Castendyk 2nd Motion: C Wilson 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 Department, then over to the Building Inspector's office for a permit number to be issued at the time of payment for the sign permit. The permit number must be added to their sign before it is erected/installed at the site.

Old Business: None

New Business:

- **Vehicle Advertising:** Continuing concern over the current use of a truck that sits parked, in the parking lot area of Bedrock Plaza, Rt. 131. According to our current by-law in Article 22.27; page 96 under guidelines for prohibitive signs it basically states " ... that no signs shall be erected on a vehicle ... unless the vehicle is in operation ...". Is it possible for the Building Inspector to address this concern as it's not allowable as we read and comprehend the by-law article? Attached please find photos taking on 4.3.2013 and presented at this meeting. These photos have been given to the Planning Department to keep on file:
 - current truck with website and business advertising facing Rt. 131
 - no license plates
 - invalid inspection sticker (dated July 2011)
 - two photos of the truck

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

Prepared by: C Forgit