

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

**MEETING MINUTES
7 May 2013**

Meeting Convened: 7:06 pm

Meeting Adjourned: 8:04 pm (motion to adjourn C Wilson; second: F O'Connell)

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

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

Agenda: 179 Main Street (Rt. 131) – 179 Main Street
135 Main Street – Unit 3 (Rt. 131) – EZCAM Solutions
Old Business
New Business

Street: 179 Main Street – 179 Main Street, LLC

This is a Modification of Previously Approved Pylon Sign Request. The Pylon sign as originally approved by the DRC at their meeting on 4.3.2013

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

Application for Permanent Sign: Multi-Tenant Use

Pylon Sign: 50'0" (SF) to remain as previously approved.

Proposed Revision: Size of each tenant panel. Each tenant panel (went from an original quantity of 4 to 8. The 4 additional now include the tenants located on Main Street that currently have building signage). Panels will now be 12"h x 48"w; originally they were 8"h x 8'0"w. The original thought process was to give the 4 rear tenants visibility, where the main street tenants already had the visibility currently approved and located on the building. Now both the Main Street Tenants and Rear Tenants will be on the sign.

Note: Originally Approved Specifications on 4.3.2013; of which have not changed:

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.

Motion to Approve Sign Design with Comments: F O'Connell 2nd Motion: C Wilson Vote: Unanimous

Directional Sign: 45"h x 48"w

Location: Installed at the rear of the parking lot, ref. attached plan.

Breakdown: 12"h x 46"w (15'0" SF) for each tenant panel. Vinyl di-cut copy. MDO panel with PVC inserts; Single 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: Sign to be installed where it has currently and recently mulched along with numerous plantings have been installed.

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

Motion to Approve Sign Design with Comments: F O'Connell 2nd Motion: C Wilson Vote: Unanimous

- DRC's understanding of the current directional signage by-law doesn't seem to meet the criteria as we feel it's an additional sign. Therefore we must forego on a vote and request the Building Inspector's interpretation of the current by-law and therefore make the final ruling.

Street: 135 Main Street – EZCAM Solutions

Applicant: Christopher Lalashius, Sales Executive, EzCam Solutions

Application for Permanent Sign

Pylon Sign/Tenant Panel: 10"h x 42" w

Colors: Vinyl lettering; Green Pantone 342C; Background: Ivory Pantone 127C; to conform with existing tenant signs.

Building Sign: 18"h x 96"w; made of ½" MDO panel with aluminum inserts; Double Faced. Reference attached sketch. Location: see sketch and note below.

Colors: Black, Processed Black C, Red: 185C "EZ CAM"; Grey: 415 "CAD/CAM system", White: Pantone "Solutions; www.ezcam.com"; Background and Copy vary; reference attached plan.

Landscaping: Not addressed as this is currently a very well maintained plaza with plantings and shrubs consistently manicured.

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

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

Motion to Approve: C Wilson 2nd Motion: F O'Connell 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 the face of their sign before it is erected/installed at the site.

Old Business: DRC Meeting minutes: Last meeting on 4.16.2013; unable to approved as two of the three current voting members were not present at this meeting. Tabled for the next meeting.

New Business:

- DRC would like to recommend the following applicant process be implemented in the near future:
 - o All new businesses/tenants provide a complete design package (for example, pylon sign plan, building sign plan, directional signage plan, sign lighting plan, sandwich board plan and landscape plan) with every application. It seems that over the past few years, we get sign application via piece mail and it's difficult for all parties involved to understand the entire scope. Many businesses have provided us full design packages (as shown in the example above) and it has been very successful and efficient in coming to a decision at one meeting with all parties present.
 - o All new businesses/tenants be present along with or without their sign designer and/or agent. Too often, we meet with a non-decision maker; therefore repeat meetings are needed, thus drawing out the overall process unnecessarily for the applicant.
- Cindy Sowa Forgit will be out of town on Tuesday, May 21st. If this meeting occurs, then tonight's meeting will be her last meeting of her 3 year term, as she will not be requesting a renewal of her term at this time.
- Next DRC Meetings: May 21st and June 4th

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