

Town of Sturbridge
Design Review Committee
Draft Meeting Minutes

June 3, 2014

Meeting convened: 1:30 PM
Meeting adjourned: 3:00 PM

Present: Chris Castendyk, Elaine Cook, Cindy Forgit, Fran O'Connell, and Chris Wilson

Also Present: Jean M. Bubon, Town Planner
Applicants and Representatives

Location: Center Office Building - 2nd Floor Meeting Room

Approval of Minutes

On a motion made by C. Castendyk, seconded by C. Forgit and voted 3-0-2 (EC and CW abstaining) the minutes of May 6, 2014 were approved as prepared.

Friendly's Restaurant – 367 Main Street

The applicant requested design approval for modifications of the building façade and for new signage. Present on behalf of the applicant were: David Hauser and Kyle Tobin from Friendly's, and Jay Khan from The Sign Center.

Materials Reviewed:

- Plan entitled "Exterior Elevations – Friendly's Restaurant, Sturbridge, Ma 367 Main Street, Sturbridge, MA. 01566", dated May 20, 2014;
- Plan entitled "Proposed Floor Plan – Friendly's Restaurant, Sturbridge, Ma 367 Main Street, Sturbridge, MA. 01566", dated May 20, 2014;
- Plan entitled "Proposed Exterior Perspective – Friendly's Restaurant, Sturbridge, Ma 367 Main Street, Sturbridge, MA. 01566", dated May 20, 2014 (submitted at the meeting not with the application packet);
- Sheet entitled "Exterior Paint Specifications – Friendly's Restaurant, Sturbridge, Ma 367 Main Street, Sturbridge, MA. 01566", dated May 20, 2014;
- Plan entitled "Existing Exterior Elevations – Friendly's Restaurant, Sturbridge, Ma 367 Main Street, Sturbridge, MA. 01566", dated May 20, 2014;
- Plan entitled "Existing Conditions" dated August 18, 1995, prepared by Thermo Consulting Engineers – 5 Goffe Street, Hadley, Ma 01035;
- Two sheets of sign renderings by The Sign Center dated 5/20/2014 submitted with

- the application.
- o The completed applications for sign design and architectural modifications; and
- o Color and material samples.

Ms. Forgit began by disclosing that her husband is an employee of Friendly's. No objections to her participation were noted.

Mr. Hauser explained the exterior changes to the Committee. He indicated that the building would be painted and vinyl siding would be installed over the red plywood areas. The existing windows would be retained but would be repainted. A new weathervane with an ice cream cone would be installed. The color scheme proposed was white, two shades of gray and red. The new ice cream logo was blue.

Mr. Khan provided new sign renderings and explained the plans. The free standing sign would be the same color palette as the building. LED lights externally illuminate the sign. The sign would comply with the zoning bylaw as it would be 30 square feet. There would be a dimensional Friendly's on the gable end. Also proposed at the meeting was adding the tag line "Creating Memories Since 1935" in the space where the words Carry Out are currently. It was noted that a Sturbridge plaque and cricket are on the side wall, but that Friendly's was not considering that a sign and that if needed it would be removed in favor of the Friendly's sign.

Ms. Bubon noted that the tag line was just being presented today and she was not sure the Building Inspector would grant that approval as it was not really directional in nature. Additionally, the ice cream cone could not be added to the gable end since that would exceed the allowed square footage.

Members noted no concerns with the Sturbridge Plaque. The applicant was asked to add the street number to the sign. Mr. Khan indicated that would not be a problem.

The members discussed the red columns by the carry out area. Elaine Cook and Chris Wilson believed that it would look more appropriate if the columns were painted white. Ms. O'Connell indicated that she thought gray was more appropriate, Ms. Forgit and Mr. Castendyk agreed.

After discussion a motion was made by Cindy Forgit and seconded by Chris Castendyk to approve the façade changes as proposed except the columns by the take out window shall be painted white, the banding shall be red and the bottom "feet" shall be dark gray and with the condition that revised renderings be provided to the Planning Department. A vote was taken and passed 3-0-2 with E. Cook and C. Wilson opposed.

A motion was made by Chris Castendyk seconded by Cindy Forgit and voted 5-0 to approve the signage as proposed with the final determination on the tag line and plaque to be made by the Building Inspector and with the condition that the street number be added and new renderings be provided to the Planning Department.

Jimmy D's Ice Cream & Sandwich Shop – 413 Main Street

Materials Reviewed:

- Completed application; and
- Sign rendering by Graphics Unlimited dated 5-16-14 with color samples.

Mr. Dhembe explained his proposal to install a sign on the existing sign post in front of the shop. The color palette chosen was intended to reflect that of an old fashioned ice cream parlor.

Members discussed the sign and liked the design overall. However, it was noted that the scroll work on top seemed a bit busy since there was a lot going on in terms of text on the sign. Additionally, the riders should not be an oval shape as they did not go with the main body of the sign; it was suggested the riders be the same shape or more rectangular. Finally, it was preferred that the ball on top of the white post be white.

A motion was made by Fran O'Connell seconded by Chris Castendyk and voted 5-0 to approve with the above noted changes and a condition that a revised rendering must be provided to the Planning Department.

Michael Lyons – Collection at Wight Farm – 420 Main Street

Materials Reviewed:

- Completed application;
- Sign rendering;
- Color samples;
- Font sample; and
- Photo of existing parking sign.

Joseph Faucher presented the proposal to the Committee. The sign would be mainly white and black with the top panel and posts being white and the body being black with white copy. The top of the sign was an old typesetting press and the font being used is Trajan, which is a very old font. The top of the sign will have a line drawing of the original Wight farm house. The line drawing will be outlined in gray and the house border and wheat bundles will be green and gold.

It was noted that the list of tenants seemed "heavy and high". Mr. Faucher noted that he would space the tenants names appropriately.

A motion was made by Fran O'Connell, seconded by Chris Wilson and voted 5-0 to approve the sign design as presented.

Residential Mortgage Services – 139 Main Street

Materials Reviewed:

- Completed application;
- Sign rendering;
- Color samples; and
- Photo of existing sign.

Mr. Faucher explained that the sign on the building would be white background with tan and green borders and tan and green lettering. The sign on the multi-tenant sign would be black and white to match the others.

A motion was made by Fran O'Connell, seconded by Chris Castendyk and voted 5-0 to approve the sign design as presented.

Studio 538 – 538 Main Street

Materials Reviewed:

- Completed application;
- Sign rendering;
- Color samples; and
- Photo of existing sign.

Kristen Hickman explained her proposal to reface the existing Green Hair Company sign. The sign would be white with black vinyl letters and a pair of scissors. Fran O'Connell asked about the ladder sign. She indicated she would have a panel if allowed. It was explained that sign must match the others.

A motion was made by Fran O'Connell, seconded by Elaine Cook and voted 5-0 to approve the sign design as presented.

Past to Present - 479 Main Street, Continuation

Materials Reviewed:

- Color Rendering.

Donna Bucelli was present with a color rendering of the sign. She had eliminated the coral color in favor of the blue. The sign would have burgundy lettering and cream and black accents to match the existing signage. Directional signage would match. She indicated that she may add scrolls in the corners; members thought that may be too busy. Fran O'Connell noted that she had cleaned some of the signs out of the windows as requested. Ms. Bucelli

indicated that she reviewed the bylaw and will comply.

A motion was made by Fran O'Connell, seconded by Chris Castendyk and voted 5-0 to approve the sign design as presented.

Old Business:

None

New Business:

None

Adjournment:

Motion to adjourn: Chris Castendyk 2nd: Cindy Forgit Vote: 5-0

Next Meeting Dates:

7/8 and 7/22 all to begin at 1:30 PM

Prepared by Jean M. Bubon

Cc: Jean Bubon - Town Planner
Shaun Suhoski - Town Administrator
N. Burlingame - Building Inspector
Board of Selectmen
Leslie Wong
Diane Trapasso