

Town of Sturbridge
Design Review Committee

Meeting Minutes

August 19, 2014

Meeting convened: 1:32 pm
Meeting adjourned: 2:34 pm

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

Also present: David Sweetman, Joel Perry (Sturbridge Medical Aesthetics, LLC)
Theresa Ricard (ERA Key Realty Services)
Julie Gerrish (Sturbridge Fitness, LLC)
Katie Rodebaugh, Peggy Coan (New 2 You Consignment - Children's Crossing)
Eric Fleming (Route 20 Model and Collectible Shop)
Joseph Faucher, Brimfield Sign Co. (Collection at Wight Farm)

Location: Center Office Building - Second Floor Meeting Room

Agenda

- Call to order and approval of minutes of July 22, 2014
- Sturbridge Medical Aesthetics, LLC - 214 Charlton Road
- ERA Key Realty Services - 541 Main Street
- Eric Fleming - follow up of previous meeting
- Sturbridge Fitness, LLC - 179 Main Street
- New 2 You Consignment - Children's Crossing, LLC - 479 Main Street
- The Collection at Wight Farm - 420 Main Street
- Old Business
- New Business
- Adjournment

Approval of July 22, 2014 Meeting Minutes

Addition made to minutes: re: 212 Main St., Mcurdy Group - under DRC Comments, "Applicant agreed to return with any further changes to the building"
Motion to approve with additional comment, Fran O'Connell and seconded by Cindy Forgit Vote 5-0

214 Charlton Road - Sturbridge Medical Aesthetics LLC

Re: Design approval for signage

Note: Applicant has Planning Board and Zoning Board of Appeals approval to Renovate interior of existing building to be used as a medical spa.

Zone: Industrial Park Zoning District

Materials reviewed:

- Computer rendering of proposed signage
- Site Plan

Proposal: Freestanding sign 43" x 86" (25.68 sq. ft.), 1 " PVC with laminated digital print on two sides; .375 color matched aluminum flat stock on bottom, 4-channel mounting on sides with stainless hardware, PT filled, PVC post sleeves with decorative ball caps.

Colors:

Background - white

Logo and graphics - green and blue

Posts - white

Lighting: TBD

Landscaping: TBD

DRC Comments/Conditions: The applicants were requested to return with their complete lighting and landscaping plans.

Motion to approve the sign as presented with the stipulation they return with a complete lighting and landscaping plan by Fran O'Connell and seconded by Elaine Cook Vote 5-0

541 Main Street - ERA Key Realty Services

Re: Design approval for replacement sign with new logo

Zone: Commercial Tourist District

Materials Reviewed:

- Computer printout of proposed sign

Proposal: Replace the face of existing sign with new one. Colors remain same as original sign, i.e. blue, white, and red with black and gold border

Lighting: N/A

Landscaping: N/A (done by owner)

DRC Comments/Concerns: None

Motion to approve: Elaine Cook and seconded by Cindy Forgit Vote 5-0

509 Main Street - Route 20 Model and Collectible Shop

Re: Final design approval for sign modifications re: size and color

Note: Mr. Fleming was voted a provisional approval July 22, 2014 to accommodate his wish to open his business, with a request from the Committee to return to today's meeting for final approval.

Lighting: There is existing lighting on the building and sign but not functioning. Cindy suggested Mr. Fleming contact the building owner stating the area is dark at night.

DRC Comments/Conditions: None

Motion to approve: Chris Castendyk and seconded by Elaine Cook Vote 5-0

179 Main Street - Sturbridge Fitness, LLC

Re: Design approval for new sign for her new location

Zone: Commercial District

Materials Reviewed:

- Rendering of proposed sign

Proposal: Building sign 2' wide, 10' long to replace the existing Crossfit Grind sign

Colors:

Background - black with gold border

Graphics - gold to match border

Logo - blue, green and white

Tel. No. - White

Lighting: N/A

Landscaping: N/A

DRC Comments/Conditions: Applicant was reminded the need to return for any additional signage

Motion to approve: Chris Castendyk and seconded by Elaine Cook Vote 5-0

479 Main Street - New 2 You Consignment - Children's Crossing LLC

Re: Design approval for replacement sign (new business name, new colors, logo same as previous sign)

Zone: Commercial Tourist District

Materials Reviewed:

- Computer rendering of new design

Proposal: Free standing sign: 3'x6' double faced ¾" mdo sign, mounted between existing poles. Plus 2'x6' single faced ½" mdo sign mounted to building at entrance

Colors:

Background - Blue

Graphics: Black with white outline

Logo: white background with black silhouette figures

Clothes hangers - white

Lighting: Existing

Landscaping: Existing

DRC Comments/Conditions: The committee requested the existing landscaping be upgraded if possible. A discussion ensued re the building sign and it was mutually agreed it would be an unnecessary expense when the freestanding sign is already placed close to the building, thus the request for the building sign was withdrawn.

The applicant was requested to put their street number on the posts

Motion to approve: Chris Wilson and seconded by Fran O'Connell Vote 5-0

420 Main Street - The Collection at Wight Farm

Re: Design approval for multi tenant sign to be erected in place of temporary sign (50 sq. ft.)

Zone: Commercial Tourist District

Proposal: The multi tenant sign will match the sign by the parking area, In addition for approval re the multi tenant sign is to remove the temporary sign (30 sq. ft.) to be placed on the west side of the building

Materials reviewed:

- Photo of current temporary sign
- Photo of existing Chefs & Catering sign
- Photo of Building #4 indicating sign placement on west wall
- Rendering of proposed multi-tenant sign
- Photo of building showing placement of sign wishing be transferred from front lawn

Colors:

Lighting:

Landscaping:

DRC Comments/Conditions: The Committee feels there are many questions regarding the request for signage. According to Town By-Laws, P. 115, 22.07.1, a business may have two signs on its property, one free standing and one on the building itself. The DRC formerly approved the first sign, deemed to be a multi-tenant sign, which is in place on the Cedar St. side of the property adjacent to the parking lot. If it was meant to be a “parking” sign, the By-Laws state these signs are to be a maximum of 5 sq. ft. whereas that sign is significantly larger. The request for another multi-tenant sign to be placed on the Route 20 frontage is not allowed under the By-Laws; therefore no action was taken . Re: the replacement of the “temporary “ sign to the west side of the building, raised some confusion as to what constitutes a “temporary” sign and does it stay “temporary” when placed on the building or become a “permanent” sign? The committee would like to see a comprehensive signage plan whenever applicable to make fewer trips before the Committee for the applicants as well as fewer questions...and meetings, on its part.

Motion made to table action for further clarification by Chris Castendyk and seconded by Fran O’Connell Vote 5-0

Old Business

Re: “Famous Antiques” truck parked in lot serving Kaizen’s as well as the antiques businesses. Chris Castendyk pointed out the placement of the truck impairs visibility upon exiting onto Route 20 and is a safety hazard. DRC requests restaurants show plans for outdoor seating when applying for design approval.

New Business

Elaine Cook complimented the town’s use of a black A-frame sign for the Concerts on the Common as well as the simplicity and clarity of the town signs, which are black background with white graphics. She suggests the town create unity by making all their A-frames black, thus setting an example that may inspire businesses to follow suit. Fran updated the Committee on her recent attendance at the Tourist Assoc. meeting informing the committee of the plan for a “Welcome to Sturbridge” sign.

Adjournment

Motion to adjourn: Chris Castendyk and seconded by Fran O’Connell Vote 4-0 1 absent

Next Meeting Dates: September 23, October 4 and 28, 2014 at 1:30 pm

Respectfully submitted:

Chris Wilson, Secretary

Cc: Jean Bubon
Town Administrator
Board of Selectmen
Building Inspector
L. Wong
D. Trapasso