

Town of Sturbridge
Design Review Committee

Draft of Meeting Minutes

December 16, 2014

Meeting convened: 1:35 PM

Meeting adjourned: 3:15 PM

Present: DRC members Chris Castendyk, Elaine Cook, Fran O'Connell, and Chris Wilson

Absent: Cindy Forgit

Also present:

JoAnne Legacy, Jonathan Gilbert - Verizon

Joseph Faucher, Brimfield Sign Co. for Paoletti's, Cedar Street Grille, Whistling Swan

Pia Rogers, Sturbridge Coffee House

Gary Malone - Sturbridge Pottery

Jayesh Patel, Soshin Patel and Jean Bubon, Town Planner - Holiday Inn Express and Suites

Location: Center Office Building - Second Floor Meeting Room

Agenda

- Call to order and approval of November 6, 2014 meeting minutes
- Verizon - 135 Main Street
- Paoletti's Fruit Store, Inc. - 138 Main Street
- Cedar Street Grille - 12 Cedar Street
- Whistling Swan - 502 Main Street
- Sturbridge Coffee House - 407 Main Street
- Sturbridge Pottery - 99 New Boston Road
- Holiday Inn Express - 21 New Boston Road
- Old Business
- New Business
- Adjournment

Approval of November 6, 2014 Meeting Minutes

Motion to approve: Fran O'Connell and seconded by Chris Castendyk Vote - 4-0

135 Main Street - Verizon

Re: Request for design approval for a permanent sandwich board sign consistent with town by-laws.

Zone: Commercial District

Proposal: Design approval for a 22" w x 28" h double-sided aluminum sign. Header is to match existing Verizon signage, with changeable letters, numbers and symbols, with PVC protective lens. Overall height, width and depth will be 23.8" x 45.0" x 21.0".

Materials Reviewed: Photos of existing signage and placement, a rendering of letter board signage and list of specifications.

Colors: 22.0" x 8.5" header - same as existing Verizon signage
Sign frame - black
Message board face - white
Copy - black

Lighting, Landscaping - N/A

DRC comments/conditions: The Committee was impressed with the detail on the sign provided by the sign company, Displays 2 go.com, and wishes to pass on this information to other applicants who may wish to investigate the possibility of using the same.

The applicant expressed a wish to have the permitting process application include who to see and when.

Motion to approve: Fran O'Connell and seconded by Chris Wilson Vote - 4-0

135 Main Street - Paoletti's Fruit Store

Re: Request for design approval for a permanent sandwich board sign consistent with town by-laws

Zone: Commercial District

Proposal: Design approval for placement of a permanent 21" x 41" metal sandwich board with five panels and a header to contain Paoletti signage.

Materials reviewed:

- Rendering of sign
- Color samples
- Photo of current non-conforming sandwich board sign

Colors: Header - to match existing signage

- Background - tan
- Graphics - maroon
- Interchangeable graphics - black

Lighting/Landscaping: N/A

DRC Comments/conditions: None

Motion to approve: Fran O'Connell and seconded by Elaine Cook Vote 4-0

12 Cedar Street - Cedar Street Grille

Re: Request for design approval for a permanent sandwich board consistent with town by-laws

Zone: Commercial Tourist District

Proposal: Placement of 36”h x 24”w two sided message board consisting of a formed plastic frame with PVC panels

Materials Reviewed:

- Rendering of proposed sign
- Color samples
- Photo of existing signage

Colors: Header - to match existing Cedar Street signage (Pantone #452c - brown, Pantone #484c - red) against background color #SW7506 - gray
Board background - #SW7508 - deep gray tone
Slide in panel - white face
Copy - black

Lighting/Landscaping: N/A

DRC comments/conditions: None

Motion to approve: Fran O'Connell and seconded by Elaine Cook Vote 4-0

502 Main Street - The Whistling Swan

Re: Request for design approval for permanent sandwich board sign consistent with town by-laws

Zone: Commercial Tourist District

Proposal: Placement of a 36”h x 24”w sign with a formed plastic frame and PVC panels

Materials reviewed: Rendering pf proposed sign

Colors: Header Copy - black
Sign face - white
Slide in panel - black
Copy - white

Lighting/Landscaping: N/A

DRC comments/conditions: The Committee recalls when the original signage was approved, it incorporated a message board and at that time, the applicant agreed there would be no need for a future request for an additional sandwich board.

[The Committee wishes to review the minutes from this meeting as well as those from the original signage application for The Cedar Street Grill for review.](#)

Motion to take under advisement for further clarification: Chris Wilson and seconded by Fran O'Connell Vote - 4-0

407 Main Street - Sturbridge Coffee House

Re: Request for design approval to add existing sign panel to the multi-tenant sign at its new location at 407 Main Street, colors to remain as exists of cream, black and cranberry.

Zone: Commercial Tourist District

Proposal: To use the existing old sign with some minor altering of existing words, and placement of the sign underneath T. J. O'Brien's signage, using same brackets, lighting and positioning. Sign is metal with vinyl copy.

Materials reviewed: Rendering of existing sign

Colors: Background - white
Copy - black
Logo - Cranberry face with white details

Lighting/Landscaping: Existing

DRC comments/conditions: None

Motion to approve: Fran O'Connell and seconded by Elaine Cook Vote 4-0

99 New Boston Road - Sturbridge Pottery

Re: Request for design approval for a permanent sandwich board consistent with town by-laws.

Zone: Commercial District

Proposal: Placement of permanent 24”w x 45”h sandwich board sign at corner of New Boston Road and Route 20

Materials reviewed:

- Photo of existing sandwich board sign
- Sketches of placement and dimension

Colors:

“Sturbridge Pottery” graphics - royal blue

Interchangeable graphics - black

Background - white

Lighting/Landscaping: N/A

DRC comments/conditions: [The Committee requests the sign incorporate the Sturbridge Pottery logo consistent with their existing signage and the applicant agrees to the condition.](#)

Motion to approve: With the condition to add the logo to the signage by Fran O’Connell and seconded by Chris Castendyk Vote 4-0

21 New Boston Road - Holiday Inn Express

Re: Request for architectural design approval for Holiday Inn Express

Note: Conservation Commission has approved the project

Planning Board held a Peer Review regarding the landscaping plan. Lighting fixtures proposed will match the Commercial Tourist District selected during the planning process.

Planning Board will hold a meeting December 16 and is expected to approve the project.

Zone: Village Gateway District

Materials reviewed:

- Exterior renderings
- Architectural Plans of three floors
- Exterior elevations’ Layout and Materials Plan

Colors: Shingles - black asphalt

Trim - Azek, white

Siding - Hardie Plank - cobblestone

Cast stone trim and window headers - light buff

Brick - Regular bond - no darks added

Windows - white aluminum

DRC comments/conditions: [The Committee requests photos of the windows to be](#)

installed (with number of panes), as well as photos of the entry doors and larger windows; a view of the building front separated from the entry canopy; and a sample of the fiber cement Hardie Plank in the cobblestone color.

Motion to approve design: Chris Castendyk and seconded by Fran O'Connell Vote 4-0

Old Business

None

New Business

None

Next Meeting Dates January 6 and January 20, and February 3 and February 17, 2015 all at 1:30 PM

Adjournment:

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

Respectfully submitted:

Chris Wilson, Secretary

Cc Jean Bubon
Nelson Burlingame
Susan Kennedy
Board of Selectmen
L. Wong
D. Trapasso