

Sturbridge Design Review Committee
Design Review Committee
Draft of Meeting Minutes
March 17, 2015

Meeting convened: 1:30 pm
Meeting adjourned: 2:30 pm

Present: DRC members Chris Castendyk, Elaine Cook, Fran O'Connell. Chris Wilson
Absent: Cindy Forgit

Also attending: Jessica MacDonald - The MacDonald Companies
Barbara Bouchard - Lucky Thirteen Photo

Location: Center Office Building - Second Floor Meeting Room

Agenda

- Call to Order and Approval of Minutes of January 8, 2015 and February 3, 2015
- The MacDonald Companies - 511 Main Street
- Lucky Thirteen Photo - 511 Main Street
- Old Business
- New Business
- Adjournment

Approval of Minutes of January 8, 2015

Motion to approve by Chris Castendyk and seconded by Elaine Cook Vote 4-0

Approval of Minutes of February 3, 2015

Not voted due t lack of quorum of members present at the February 3rd meeting

511 Main Street - The Mac Donald Companies

Re: Request for design approval for multi-tenant sign panel, 24 inches by 48 inches,
double sided MDO signboard

Zone: Commercial Tourist District

Materials reviewed: Rendering of sign and placement on existing multi-tenant signpost,
which is the same as that used by previous tenants- burgundy background with gold

lettering.

Colors: Proposed - Background - Painted Light Gray
HP Vinyl Graphics - Navy Blue

Lighting: N/A

Landscaping: N/A

DRC Comments/Conditions: A discussion was held between the DRC members and both of today's applicants, Jessica MacDonald and Barbara Bouchard, relative to the color of the existing signposts and the colors being presented for both signs.. Both members and applicants agreed a more complimentary color to the signs would be to repaint the signpost a medium gray. Approval of the property owner will be sought by the applicants.

Motion to approve by Elaine Cook and seconded by Chris Wilson Vote - 4-0

511 Main Street - Lucky Thirteen Photo

Re: Request for design approval for multi-tenant sign panel 24 inches by 48 inches, double-sided MDO signboard.

Zone: Commercial Tourist District

Materials Reviewed: Rendering of proposed sign and placement on multi tenant sign.

Colors proposed: White painted background
Black and Green Graphics

Lighting: N/A

Landscaping: N/A

DRC Comments/Conditions: Discussion relative to the proposed design, which included the business logo, business name, phone number, web site and four key words each bulleted by a shamrock, elicited differing comments by the DRC members. Two of the members favored a simpler, easier to read design, eliminating the four key words, enlarging the center placed logo and the business name text, with the phone number and web site centered of the sign.

One member favored the original design including the four key words while the fourth member was neutral but suggested a rewording of the key word "senior portraits" to one more indicative of the intended use for senior class portraits.

Motion to approve the design with the enlarged centered logo and the enlarged business name text, centered above the logo, the phone number and web site centered below. The key words may be retained or omitted at the discretion of the applicant, final design to be brought to the Town Planner. - By Chris Wilson and seconded by Chris Castendyk

Vote - 4-0

Old Business

Re: Update on Properties at Wight Farm, 425 Main Street

The application for design approval presented at the August 19, 2015 DRC meeting for a free standing, multi tenant sign on the property at 420 Main Street was tabled for further clarification as to the legality of the sign.

At today's meeting, Diane Trapasso from the Planning Office presented the Committee with a substitute proposal for a freestanding sign using the original post in place on the Cedar Street side entrance to the rear of the buildings. The new design replaces the original signage removing all of the business names listed and replacing them with a sign designating "Parking".

Materials reviewed: Rendering of the new proposed design showing the removal of the business signs and replacement with a "Parking" sign.

Motion to approve the new proposed freestanding parking sign replacing the current multi-tenant sign for the Collection at Wight Farm at 420 Main Street, to be installed off Cedar Street with the condition to add zone appropriate plantings to the base of the sign. By Fran O'Connell and seconded by Chris Castendyk Vote - 4-0

New Business

Zoning issues: 1. a large lighted sign was noted in the window of the Sleepys store at Hobbs Brook

2. A sign for a business located at 425 Main Street, Pam Décor, has been placed on the building without prior approval by the Design Review Committee

Next Meeting Dates: April 7 and April 21 at 1:30 pm

Adjournment

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

Respectfully submitted:

Chris Wilson, Secretary

Cc Jean Bubon, Town Planner
N Burlingame, Building Inspector
Board of Selectmen
S Kennedy, Town Administrator
L Wong
D Trapasso