

Design Review Committee

Draft of Meeting Minutes

April 7, 2015

Meeting convened:

Meeting adjourned:

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

Absent: Cindy Forgit*

Also attending: Lisa Jo Eaton - Mohawk Arts/Pets "En"counter

John O'Connell - The What

Joseph Faucher, Brimfield Sign Co. - Sturbridge Seafood and

Sturbridge Seafood On the Fly

Location: Center Office Building - Second Floor Meeting Room

Agenda:

- Call to order and approval of February 3, 2015 and March 17, 2015 Meeting Minutes
- Mohawk Arts & Pets "En"counters - 511 Main Street
- The What - 484 Main Street Unit #2
- Sturbridge Seafood - 376 Main Street
- Sturbridge Seafood On The Fly - 376 Main Street
- Old Business
- New Business
- Adjournment

Approval of Minutes of February 3, 2015

*Cindy Forgit stepped into the meeting at 2:05 pm in order to provide the necessary quorum to vote approval of the February 3, 2015 meeting minutes.

Motion to approve by Chris Castendyk and seconded by Elaine Cook Vote 3-0 2A

Approval of Minutes of March 17, 2015

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

511 Main Street - Mohawk Arts/Pet "En"counters

Re: Design approval for double sided multi-tenant sign panel 48" x 24"

Zone: Commercial Tourist District

Materials Reviewed: Rendering of proposed sign' photo of placement on existing multi-tenant posts

Colors: Background: Light grey, painted, with navy highlights
Graphics - Navy HP Vinyl graphics
Line between Mohawk Arts w/Artisans & Crafters and Pet "En"counters - Green
Posts - to be repainted medium grey

Lighting: Existing

Landscaping: N/A

DRC Comments/Conditions: It was noted that the Pet "En"counters section of the proposed sign was not as easily read as the upper Mohawk Arts section. It was suggested the applicant either enlarge and darken the graphics or as an alternative, enlarge the paw print logo. Discussion between the applicant and Committee led to the agreement that a navy border be added to the sign.

Motion to approve the proposed sign with the addition of the navy border by Chris Castendyk and seconded by Fran O'Connell Vote 4-0

484 Main Street - The What

Re: Design approval for #1 - 3' x 4' aluminum building sign and #2 - Design approval for 10" x 7' 10" aluminum multi tenant sign

Zone: Commercial Tourist District

Materials reviewed: Rendering of proposed signage and photos of placement on the building and on the multi-tenant sign.

Colors: Sign #1:
Background - Black
Logo and Graphics - White
Sign #2:
Background - Black
Logo and Graphics - White

Lighting: Existing

Landscaping: N/A

DRC Comments/Conditions: The issue of the current condition of the multi-tenant sign was discussed. The Committee recommended the applicant bring it to the attention of the property owner emphasizing its need for updating as well as removal of signs for businesses, which are no longer operating.

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

376 Main Street - Sturbridge Seafood

Re: Design approval for new replacement of existing sign damaged by snow plow
Main sign - 27 ½ sq. ft. with addition of 10 sq. ft. Message Board and with addition
Of "On the Fly" signage - Totaling 43 sq. ft.

Zone: Commercial Tourist District

Materials reviewed: Rendering of proposed 43 sq. ft. Directory sign with 10" x 10" laminated posts, PVC wrapped with 2" x 2" x 4" deep concrete footings. Sign face materials - MDO, Aluminum, PVC. Photos of existing multi-tenant sign and building indicating placement of the new "On the Fly" sign

Colors: Main Sign:

Background - Black Smaltz

Logo: - Red

Graphics - 23 Gold, Gold

Message board:

Background - White with Black Border

Graphics - Black

On The Fly signage:

Background - Black with Red Border

Graphics - 23 Gold, Gold

Oval Street Number:

Background - White with Black Border

Numbers - Black

Lighting: Existing

Landscaping: N/A

DRC Comments/Conditions: Fran O'Connell informed Mr. Faucher that the addition of a message board as part of the multi-tenant sign would replace the need for an additional sandwich board sign. Chris Castendyk stated his opinion that the words "Take Out" on the original sign was unnecessary due to the addition of "On the Fly" signage. Both Mr. Faucher and the Committee agreed and he will bring it to the attention of the business owner.

Motion to approve multi-tenant sign as presented with the removal of the words, “Take Out” by Fran O’Connell and seconded by Elaine Cook Vote 4-0

376 Main Street - Sturbridge Seafood On the Fly

Re: Design approval for new PVC Board 30 sq. ft. wall mounted sign

Zone: Commercial Tourist District

Materials reviewed: Rendering of proposed sign and placement on building

Colors: Background - Black with gold border

Crab logo - Red

Graphics - “Sturbridge Seafood” and “Telephone Number” - Gold

Graphics - “On The Fly” - Gold with white outline

Lighting: N/A

Landscaping: N/A

DRC Comments/Conditions: None

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

Old Business

None

New Business

Noted infraction of the Sturbridge Town Bylaws: Prohibited Signs section 22.04, b, f, h, Sam’s Grocery Store and Gas Station, route 20 opposite entrance to Stallion Hill and OSV

1. Flashing neon ATM sign
2. Two neon signs advertising beer
3. Neon sign advertising lottery numbers

Next Meeting Dates - April 21, May 5 and May 19, 2015

Adjournment

Motion to adjourn at 2:30 pm by Chris Wilson and seconded by Fran O’Connell Vote 4-0

Respectfully submitted,

Chris Wilson, Secretary

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