

Sturbridge Design Review Committee
Draft of Meeting Minutes
April 3, 2017

Meeting convened 1:30 pm
Meeting adjourned 2:29 pm

Present: DRC members Chris Castendyk, Elaine Cook, Chris Wilson

Also Present: Dave Panetta - Dave's Pest Control
Jay Patel - Holiday Inn Express & Suites
Joe Buchholtz - KG Sign and Graphics - Holiday Inn Express
Brandon Rutia - PK Keating
Kevin Pilchak - Economic Development Officer
Jean Bubon - Town Planner

Location: Center Office Building - Second Floor Meeting Room

Agenda

- Call to Order and Approval of Minutes of March 13, 2017
- Continuation of Dave's Pest Control - 541 Main Street
- Health Spa Inc - 214 Charlton Road
- Holiday Inn Express & Suites - 21 New Boston Road
- PK Keating - 484 Main Street
- Old Business
- New Business
- Adjournment

Approval of Minutes of March 13, 2017

Motion by Elaine Cook to Approve Minutes of March 13, 2017

Second by Chris Castendyk

Vote 3-0

541 Main Street - Dave's Pest Control

Re: Continuation of March 13, 2017 meeting/Revision of original proposed sign

Zone: Commercial Tourist District

Material reviewed:

- Rendering of revised sign

Proposed revisions:

- Dimensions: 14.8 square feet
- New attachment of sign to match that of existing attachment of Briar Patch Sign

DRC Comments/Conditions: The DRC gave the applicant a review of the Committee's guidelines pertaining to signage. Discussion centered on how to align the guidelines to the sign as proposed. The Committee made the following recommendations:

- Raise the telephone number and web site from the bottom of the sign
- Curve the bottom of the sign to mirror the top
- Place a black border around the sign

The applicant stated he would meet with his sign designer to see if it can be done within the parameters requested by the Committee and will return to the next DRC meeting on May 8th.

214 Charlton Road - Health Spa Inc.

Re: Request for design approval to reface existing sign

Zone: Industrial Park District

Note: Applicant did not attend meeting

21 New Boston Road - Holiday Inn Express & Suites

Re: Request for design approval for building and multi-tenant signage

Zone: Village Gateway District

Materials reviewed:

- Design renderings of proposed building and multi-tenant signage
- Design renderings of site plan indicating placement of proposed signage

Proposed building sign:

- Dimensions - 23.6 square feet
- Non-illuminated
- Letters - Acrylic
- Colors: "H" - White on Green Background

- "Holiday Inn Express & Suites" - White on Brick background

Lighting - None presented

DRC Comments/Concerns: The DRC informed the applicant lighting samples need to be brought to the DRC Committee for approval.

Motion by Elaine Cook to approve the building sign as presented with the condition future lighting plans be brought to a subsequent DRC meeting for approval

Second by Chris Wilson

Vote 3-0

Proposed Multi-tenant sign:

- Dimensions: - 50 square feet
- Materials - Base - Brick to match building
- Faces - 1” deep aluminum panels - top - PVC
- Signage colors: to match building colors
- Sign background - to match colors used on building

Lighting for multi-tenant sign: External ground LED lighting

Landscaping - Planned but not brought to this meeting

DRC Comments/Conditions: Requested applicant add street number to the Multi-tenant sign

Motion by Elaine Cook to approve the proposed multi tenant sign and lighting plan

Second by Chris Wilson

Vote 3-0

484 Main Street Unit 2 - PK Keating

Re: Request for design approval for a new building sign

Zone: Commercial Tourist District

Proposal:

- Installation of a new building sign

Materials reviewed:

- Renderings of proposed sign
- Photo of proposed placement on building

Proposed sign dimensions:

- 24 x 36”

Material:

- Aluminum sign with high performance vinyl lettering

Colors:

- Background - Vivid Yellow
- Logo - Bright Orange
- Graphics - Black

Lighting: None proposed

DRC Comments/Conditions: The Committee recommended changing the background color of the proposed sign from yellow to white and to place a black border around the sign. The applicant agreed to the changes.

Motion by Chris Wilson to approve the sign with a white background and black border leaving the “K” logo as proposed.

Second by Elaine Cook

Vote 3-0

Old Business

The DRC Committee has noted the change of some business area signs that do not come before the Committee for approval, for example, the Southbridge Credit Union that has recently made a change. The Committee would like a copy of the rules that apply in these cases.

New Business

None

**Next Meeting dates - Monday May 8, May 22, June 12, July 17, and August 14, 2017
all at 1:30 pm**

Adjournment

Motion to adjourn by Chris Wilson

Second by Chris Castendyk

Vote 3-9

Prepared by Chris Wilson, Secretary

Cc

J Bubon - Town Planner

N Burlingame - Building Inspector

L Gaumond - Town Administrator

Board of Selectmen

D Trapasso

C Forgit