

Sturbridge Design Review Committee
Draft of Meeting Minutes
May 8, 2017

Meeting convened 1:32 pm
Meeting adjourned 3:58 pm

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

Also present:

Dave Panetta - Dave's Pest Control
Katherine Adams and Stephen Fleshman - Heal, Inc.
Gail Chandler/Diversified Design - Lucky Mart and Yankee Candle
Jennifer Morrison - Sterling Engineering/JMJ Properties
Joseph Faucher/Brimfield Sign Co. - Cedar Street Café
James Howard, Ralph Gillespie - Center of Hope
Duane Varley, Dave Glispin / Sunshine Design - Southbridge Savings Bank
Sarah Nason - Sturbridge Dental

Location: Center Office Building - Second Floor Meeting Room

Agenda

- Call to Order and Approval of Minutes of April 3, 2017
- Continuation of Dave's Pest Control - 541 Main Street
- Heal, Inc. - 660 Main Street
- Lucky Mart - 122 Main Street
- Yankee Candle - 434 Main Street
- Sterling Engineering Co./JMJ Properties, Inc. - 79 Main Street
- Cedar Street Café - 420 Main Street
- Center of Hope - 23 & 27 Main Street
- Southbridge Savings Bank - 200 Charlton Road
- Sturbridge Dental - 3 Wallace Road
- Old Business
- New Business
- Adjournment

Approval of Minutes of April 3, 2017

Motion by Elaine Cook to Approve Minutes of April 3, 2017

Second by Chris Castendyk

Vote 3-0

541 Main Street - Dave's Pest Control

Re: Continuation of request for signage design approval

Zone: Commercial Tourist District

Material reviewed:

- Photo including following revisions recommended by DRC:
 - Shape revised to more closely align with existing Brier Patch sign
 - Addition of a black outline
 - Sign attachment to match rod and hangers with the Brier Patch sign attachments

DRC Comments/Conditions: Thanked the applicant for willingness to adopt DRC recommendations.

Motion by Elaine Cook to approve the sign and attachment as presented today

Second by Chris Wilson

Vote 3-0

660 Main Street -Heal, Inc.

Re: Request for design change for signage previously approved
Request for lighting design approval

Zone: Commercial District

Proposal:

- Slight revision of previously approved signage font
- Approval for lighting design

Materials Reviewed:

- Rendering of sign font change
- Photo of proposed multi-tenant font change
- Photos of proposed sign change
- Rendering of proposed lighting
- Exterior door lighting and parking lighting placement plan
- All lighting to be black

DRC Comments/Conditions: None

Motion by Elaine Cook to approve font change and lighting as presented

Second by Chris Wilson

Vote 3-0

122 Main Street - Lucky Mart

Re: Request for design approval for sign changes on existing sign

Zone: Commercial District

Materials reviewed:

- Rendering of proposed name change lettering on existing sign

Proposal:

- Replace existing lettering as follows:

Colors:

- Lettering - “Lucky Mart” , White “Convenience Store - Blue
- Background color remains as existing

DRC Comments/Conditions: None

Motion by Elaine Cook to approve sign change as presented

Second by Chris Wilson

Vote 3-0

434 Main Street - Yankee Candle

Re: Request for design approval to update existing signage

Zone: Commercial Tourist District

Proposal:

- Replace existing signage with new logo and lettering style

Materials Reviewed:

- Photos of existing signage indicating original signage and proposed revisions
- Photo of original signage with original design dimensions, installation methods, and placement to remain unchanged

Colors:

- Black with Gold Border
- Lettering - White

DRC Comments/Conditions: The Committee recommended keeping the original shape of the Seconds Shop, placing the new wording “outlet” in the upper portion and “Yankee Candle” on the lower section. Further recommendation is to keep the lettering gold as it exists on the original signage rather than the white as proposed.

The agent agreed to bring the DRC suggestions to Yankee Candle and return at the next meeting for approval.

79 Main Street - Sterling Engineering Co./JMJ Properties, Inc.

Re: Request for design approval to replace the existing shake siding

Zone: Commercial District

Proposal:

- Replace existing siding with James Hardie cement fiber board siding
- Replace existing wood trim with AZEK or similar composite trim

Materials reviewed:

- Photos of existing building
- Photo of proposed siding

Color:

- Siding - Country Lane Red JH90-20
- Trim - White

DRC Comments/Conditions: None

Motion by Chris Wilson to approve replacement of siding and trim as presented

Second by Elaine Cook

Vote 3-0

420 Main Street - Cedar Street Café

Re: Request for design approval for new building sign

Zone: Commercial Tourist District

Proposal:

- Installation of new building sign consistent with existing pole mounted sign

Materials reviewed:

- Rendering of proposed sign
- Photo of building indicating sign placement

Dimension:

- 30 square feet

Materials:

- PVC panel and frame

Colors:

- “Cedar Street Café” center portion of sign to match existing free-standing sign

- “Breakfast and Lunch” - Background - Black with Gray outline; Lettering - White
- “Bakery and Coffee” - Background Black - with Gray outline; Lettering - White

DRC Comments/Conditions: In reviewing the sign as presented, the Committee recommended the additions to the main sign, “Breakfast and Lunch” and “Bakery and Coffee” are more appropriate for advertising on the sandwich board sign since “Café” itself indicates what would generally be expected by consumers. A compromise would be to allow the “Breakfast” and “Lunch” be attached to either side of the main sign, leaving the “Bakery” and “Coffee” signs for the sandwich board sign. The Committee requested the proposed changes be brought to the owner with a return for approval at the next meeting.

No Vote Taken

23 and 27 Main Street - Center of Hope

Re: Request for design approval for building and free-standing signage
 Request for architectural design approval for conversion of existing garage into a farm stand

Zone: Commercial District

Materials Reviewed:

- Rendering of proposed free-standing sign
- Rendering of proposed building sign
- Lighting Plan
- Copy of Photometric Study
- Copy of proposed architectural design of garage conversion
- Copies of Site Plan Modification and Landscape Plan
- Samples
-

Proposal for architectural design approval of garage conversion

- Conversion of existing garage into a farm stand
- Install new windows and doors
- Installation of new siding
- Existing height, dimensions and roof to remain unchanged

Landscaping:

- Proposed - area between farm stand and street, currently paved, to be restored to landscape. Ref. Landscaping Plan

Lighting:

- Proposal - Installation of lighting for drive access and pedestrian access/ Ref: Lighting Plan

Proposal for building sign:

- Request to install a roof building sign

Dimensions:

Materials:

Colors:

Lighting proposal:

- Installation of externally illumination

Request for design approval for Free-Standing Sign:

- Proposal to install a double face sign

Dimensions: 5'w x 4'8"h

Materials:

Colors:

Lighting: Proposal to install externally illumination with low profile flood lamps washing up on each face at finished grade

DRC Comments/Conditions: The DRC requested the applicant to return to the next meeting with the following samples and information:

- Free-standing sign: Materials, Colors, Landscaping, Posts and hanging attachments
- Building sign -Dimensions, Materials, Colors
- Siding - Sample
- Windows - Photos , Color
- Door - Photo, Color
- Lighting - Photos

Applicant to return to next meeting

200 Charlton Road -Southbridge Savings Bank

Re: Request for meeting with DRC prior to applicant finalizing of new signs for the bank

Preliminary materials reviewed:

- Photo of existing signage including all way finding signs
- Rendering of proposed new building sign
- Renderings of proposed new way finding signage
- Rendering of proposed temporary Main ID sign
- Photo of building with proposed signage placement
- “Option A” proposal for the permanent Main ID sign
- “Option B” proposal for the permanent Main ID sign
- Photo of existing and proposed Main ID signs

DRC Comments: The consensus of the DRC was for “Option B”. Additional recommendation was to adjust the logo on the building sign to more closely resemble the logo’s appearance on the Cornerstone Main ID sign.

3 Wallace Road - Sturbridge Dental

Re: Request for sign design approval

Zone: Commercial District

Proposal:

- Replace existing signage and upgrade awning with new color scheme and logo

Materials reviewed:

- Photo of existing sign
- Photo of proposed sign indicating new colors for logo and lettering
- Photo of existing and proposed awning
- Aerial view of property indicating sign placement which will remain unchanged.

Awning:

- Removal of “Confidential” sign and replacing with “Sturbridge Dental” and logo
- Replace existing fabric with new fabric with Eiren Green background and “Sturbridge Dental” lettering and logo in White

Monument sign:

- Topper - Green with White lettering
- Cabinet - Shades of Pale to Deeper Eiren Green
- Lettering - Combination of Black, Green and White

Landscaping: Existing landscape to be upgraded

DRC Comments/Conditions: None

Motion by Elaine Cook to approve sign and awning as proposed with upgrade in

landscaping
Second by Chris Wilson
Vote 3-0

Old Business

Noted: Jimmy D's - multiple flags
Verizon - inflated "man"

New Business

None

Next Meeting Dates:

- **May 22nd**
- **June 12th**
- **July 17th**
- **August 14th**

Adjournment

Motion to adjourn by Chris Wilson
Second by Chris Cstendyk
Vote 5-0

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