

**STURBRIDGE PLANNING BOARD
MINUTES OF
TUESDAY, NOVEMBER 17, 2015**

Ms. Gibson-Quigley called the regular meeting of the Planning Board to order at 6:30 PM.

Ms. Gibson-Quigley noted the members present.

Present: Charles Blanchard
Russell Chamberland
James Cuniff
Penny Dumas
Heather Hart
Sandra Gibson-Quigley, Chair
Susan Waters, Clerk

Also Present: Jean M. Bubon, Town Planner
Diane M. Trapasso, Administrative Assistant

Ms. Gibson-Quigley opened the meeting and read the agenda.

APPROVAL OF MINUTES

Motion: Made by Mr. Blanchard to approve the amended draft minutes of October 27, 2015.
2nd: Mr. Chamberland
Discussion: None
Vote: 6 – 0 – 1(Ms.Dumas)

REVIEW AND DISCUSS PROPOSED WAYFINDING SIGNAGE DESIGN AND COLOR

Ms. Hart stated that the Wayfinding group has been working with Mr. Favermann of Favermann Design since May going through several designs, colors and schemes. From the very beginning the group took to the weathervane. It is the weathervane on the top of the Federated Church. It shows uniqueness and direction.

Ms. Bubon stated that recommendations in the Master Plan and the Commercial Tourist District Plan recommended that the town work to eliminate sign clutter on Route 20 and also that the town work to develop better wayfinding signage throughout the corridor and specifically to Old Sturbridge Village.

The Board will recall that Ms. Bubon did receive funding from the STA to engage a consultant to work with the town to develop a design and color scheme for new signage. Mark Favermann of Favermann Design was engaged for this purpose and a working group was assembled comprised of individuals from several Boards and organizations and departments including the following: Brian Amedy, Sturbridge Tourist Association; Priscilla

Gimas, Board of Selectmen; Fran O'Connell, Design Review Committee; Heather Hart, Planning Board; Leon Gaumond, Town Administrator, Alix McNitt, Director of the Chamber of Commerce and Ms. Bubon. We also included a representative from Old Sturbridge Village, Darin Johnson. This group has met on a regular basis since June to work through a variety of exercises with our Consultant.

Based upon the work with the consultant, a design and color scheme was selected. A copy of this is attached. The weathervane graphic was chosen since it can be a directional piece (as shown on directional signs contained in the sign family rendering), and look old or historic in nature, but also can have a contemporary feel and look. Also, elements of the weathervane can be used in bullet form, etc. Finally, the black, white and gold design was chosen for ease of readability and because it will stand out in the sea of green, blue and brown state highway signage. Once people start to recognize the sign scheme, they will know to look for the black signs as the Town's attractions. Attached please find a proposed Wayfinding Design and color scheme prepared by the Town's Consultant. The working group will be bringing this to the Board of Selectmen for review and public discussion at the December meeting. At this time, Ms. Bubon would like to ask that the Planning Board vote to support the color scheme and design selected if you are so inclined.

The Board had the following comments, concerns and questions:

- Will the weathervane be used as directional – Ms. Bubon stated that parts of it will
- How will this be funded – Ms. Bubon stated funds will come from Betterment and STA – “friends” of” could sell tee shirts, etc. for funding
- Directional signage still needs to be finalized
- Very attractive design – nice project – happy with the design and color
- Hope to be used in the future on the Towns' website
- Colors tie in with the Town's signage

Motion: Made by Ms. Dumas to support the color scheme and design selected by the Wayfinding group to forward to BOS.

2nd: Ms. Waters

Discussion: None

Vote: 7 – 0

DISCUSS THE 40B APPLICATION SUBMITTED FOR 152 MAIN STREET FOR THE PURPOSE OF PROVIDING WRITTEN COMMENTS TO THE ZBA

The Public Hearing on the 40B application for 152 Main Street will be held on November 18th at 7:00 pm. Many of the Board members have provided comments to Ms. Bubon and she composed correspondence to the Zoning Board of Appeals on behalf of the Board. Ms. Bubon stated that she would like the Board to review the memo and if satisfied to vote to have the Chair sign the letter and forward that to the ZBA for consideration.

The Board had the following comments, concerns and questions:

- Question #7 of the letter – need to see a more specific landscaping plan
- #8 add and the community, where the bus can pull off of Route 131, so as not to impede traffic flow. A turnaround should be on site.
- Add #11 – Height of building for fire suppression around the building

Motion: Made by Mr. Blanchard to have the Chair sign the letter and forward to ZBA for consideration on the 40B application.

2nd: Ms. Hart

Discussion: None

Vote: 7 - 0

CONTINUED REVIEW AND DISCUSSION OF PROPOSED AMENDMENTS TO THE ZONING BYLAW INCLUDING, BUT NOT LIMITED TO CHAPTER 8 – COMMERCIAL TOURIST DISTRICT AND CHAPTER 19 – TABLE OF DIMENSIONAL REQUIREMENTS (AS RELATED TO THE COMMERCIAL TOURIST DISTRICT) AND ANY RELATED ITEMS

Ms. Bubon stated that from the comments from the last discussion on October 27th, she incorporated the comments into the chapter.

The Board had the following concerns, comments and questions:

- Question (f) – what is the typical microbrewery size – should this be changed to total floor area not to exceed 7, 500 square feet per place unless in an empty building
- Add travel offices to (g)
- In the definitions for Indoor Family Amusement Centers – change golf or skiing to sport

Ms. Bubon stated she will work on the changes.

TOWN PLANNER UPDATE

Seven Hills Foundation – Ms. Bubon met with Ed Doucette, Construction Manager Facilities Engineering for Seven Hills Foundation and David Sorgman, Vice President, Architectural Services of Group 7 Design on November 5th to discuss the recent sale and proposed use of the property located at 208 Charlton Road. The current plan is to use approximately 8,000 square feet as corporate office space for the Foundation and Mole Hollow Candle will stay on as a tenant. Some minor modifications will be made to accommodate this change including some Code compliance renovations, upgrade of the sprinkler system and adding a second means of egress. Since this building was originally approved as warehouse space, Ms. Bubon has asked the new owners to file for a Waiver of Site Plan Approval so that we can update the site plan and file. They plan on doing this at the December meeting. They hope to occupy the offices starting in January.

Dr. Restrepo Parking – Ms. Bubon met with Dr. Restrepo and Mrs. Sosik on November 4th to discuss parking concerns at 419 Main Street. After much discussion between the parties, it was determined that Dr. Restrepo will be revising her site plan in the spring to close off the access nearest 423 Main Street. She will plan to loam and seed and add some landscaping as a way to divide the properties. Both owners will install appropriate directional signage as necessary. Dr. Restrepo will be going back to Conservation Commission to see how she can improve the parking surface.

Mass Downtown Initiative Grant – Ms. Bubon stated that she would like to apply for a MDI Grant for assistance in performing a parking analysis for the main Sturbridge corridors and a feasibility study for seasonal trolley service. The idea would be to use the grant to help with the study portion of two of the goals of the Master Plan and CT District Plan. The first goal is to establish parking at either end of the District and the second is to establish a seasonal trolley service.

Grants are limited to up to \$10,000 each and it is highly competitive with only \$80,000.00 of funding available. Awards for assistance will be made on or about January 29, 2016. We would need to demonstrate a strong public/private partnership and we think we would have some viable options to bring this forward with the support of either OSV or any of the many hotels in Town. The grant application is due December 4th and Ms. Bubon will be outreaching to some of the hotel owners and OSV and seeking support from the Board of Selectmen for the submittal of this application.

Town of Sturbridge Recreation Department – Approved Site Plan – As a condition of Site Plan Approval it was required that the fence around the ballfields be raised slightly to allow for movement of habitat and for maintenance purposes. That condition will not be met since it was determined by Natural Heritage & Endangered Species Program of the Massachusetts Division of Fisheries and Wildlife that the raising of the fence could cause turtles to get trapped in a high traffic area, so this fence will now be installed at grade level.

CMRPC's Fall Legislative Breakfast – Will be held at Union Station on Friday, December 4th at 8:00 am

Stormwater Pollution Reduction Project – 604b Grant – Ms. Bubon stated that she needed a volunteer from the Planning Board to be on this project. Mr. Cunniff volunteered for the project.

OLD/NEW BUSINESS

None

NEXT MEETING

December 1, 2015 – Center Office Building

On a motion made by Mr. Chamberland, and seconded by Mr. Cunniff, and voted 7– 0, the meeting adjourned at 7:55 PM.