

**STURBRIDGE PLANNING BOARD  
MINUTES OF  
TUESDAY, AUGUST 2, 2016**

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 (**arrived @ 6:40 PM**)  
Russell Chamberland  
James Cunniff  
Penny Dumas  
Heather Hart  
Sandra Gibson-Quigley, Chair  
Susan Waters, Clerk

**Also Present:** Diane M. Trapasso, Administrative Assistant

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

**APPROVAL OF MINUTES**

**Motion:** Made by Ms. Waters to approve the draft minutes of July 12, 2016.  
**2<sup>nd</sup>:** Mr. Chamberland  
**Discussion:** None  
**Vote:** 6 – 0

**PUBLIC HEARING – OLD STURBRIDGE INN AND REEDER FAMILY  
LODGES ARE REQUESTING A SPECIAL PERMIT TO INCREASE THE SIZE  
OF THE SIGN TO FORTY-EIGHT SQUARE FEET. THE PROPERTY  
LOCATION IS 369 MAIN STREET.**

**Materials presented:**

Application for Special Permit – Old Sturbridge Inc. – received 7/7/2016

Exhibit I – dated 3/29/2016 showing existing and proposed

Exhibit II – dated 7/2016 – showing the difference in size

Ms. Waters read the legal notice.

Ms. Gibson-Quigley acknowledged the minutes from the DRC meeting of May 17, 2016.

Ms. Gibson-Quigley stated that the DRC felt that they could not grant the larger sign requested by the Village. So, that is why the Village is requesting relief from the Bylaw 22.07.2 and be granted a Special Permit under 22.05.5.

Present for OSV were the following:

Ms. Conte  
Mr. Amedy  
Mr. Cloutier, Globe Sign Company

Ms. Conte of OSV stated that this proposed project calls for replacing an existing sign in front of the Old Sturbridge Inn and Reeder Family Lodges, located at 369 Main Street, due to continuous complaints from patrons that the sign is not easily visible from Route 20. The Village is proposing to increase the size of the sign to forty-eight square feet, which would fit in the existing posts currently holding the existing sign. Therefore, the Village would not need a larger footprint for the new proposed sign. In the alternative, the Village would propose a sign that is thirty-nine square feet.

The new sign would have a more historic shape to it, along with larger fonts that would be more visible for oncoming traffic. The font colors (black, white and yellow) are also the colors chosen by the Sturbridge Wayfinding Group on signage. Even with an increase in size, the Village believes that it is contiguous with current signage on Route 20 and will not pose a detriment to the neighborhood, the environment, other businesses, pedestrians, or travelers on Route 20. To the contrary, the Village believes that the increase in size will facilitate readability and prevent confusion among travelers and potential patrons.

Mr. Cloutier of Globe Sign Company stated that there are signs in Town that are larger than the 30 square feet allowed. Mr. Cloutier stated that the larger sign would clearly and accurately identify the premises more adequately and add character and contiguity to the Town.

The Board had the following concerns, comments and questions:

- Is the “no vacancy” included in the square footage of the main sign – Mr. Cloutier stated no, it is exempt
- What about the landscaping – Mr. Amedy stated that the landscaping is managed by a horticulturalist and changed with the seasons
- Photo provided of sign has an open sign on it – Ms. Conte stated that that sign has been removed
- The Board agreed that the Village needs the increase in the signage for visibility and direction to patrons – patrons just can’t find them and have no idea how to get there
- The Board agrees that the larger sign will be more proportional with the posts
- Hard to find the driveway – a suggestion would be to have an “entrance sign” – Mr. Amedy stated he didn’t think they could have another sign – The Board stated that directional signage is exempt
- The Board suggested the numbers on the sign frame be white – more visible – Mr. Cloutier and Mr. Amedy agreed and will make them white; the Board also suggested that 369 Main Street be added to the sign
- The Board likes the style of the sign

**Motion:** Made by Mr. Chamberland to close the public hearing.  
**2<sup>nd</sup>:** Mr. Blanchard  
**Discussion:** None  
**Vote:** 7 – 0

**Motion:** Made by Mr. Chamberland to grant the Special Permit to Old Sturbridge Inc. to allow the increase in size of the sign to be no more than forty-eight square feet which would fit in the existing posts currently holding the existing sign and that 369 Main Street be added to the sign.

**2<sup>nd</sup>:** Mr. Blanchard

**Discussion:** Mr. Cunniff would like a rendering of the final signage for the Board to see before placing it on the posts. He is concerned with the “no vacancy” sign.

Ms. Gibson-Quigley stated that is not necessary because she believes the Village will do a good job and the Board’s next meeting is not until September and that would hold up the Village. They want the signage up now for visibility. Mr. Cloutier stated that he will bring in the final rendering to the Planning Department.

Mr. Chamberland feels that there is no need to see the final rendering before the sign goes up. He feels that the Village will do a good job.

Ms. Dumas feels that the new signage and size will be an improvement and more visible for the Village. They are not taking down trees, it will be an improvement to the area.

The Board requested that a final rendering of the proposed new signage be kept on file in the Planning Department. – Mr. Cloutier agreed and will submit it to the Planning Department.

**Vote:** 7 – 0

## **RE-ORGANIZATION OF THE BOARD**

**Motion:** Made by Mr. Chamberland to nominate Ms. Gibson-Quigley as Chair.

**2<sup>nd</sup>:** Ms. Dumas

No other nominations.

**Vote:** 6 – 0 -1 (Ms. Gibson-Quigley)

Ms. Gibson-Quigley accepted.

**Motion:** Made by Mr. Blanchard to nominate Ms. Waters as Clerk.

**2<sup>nd</sup>:** Ms. Dumas

No other nominations.

**Vote:** 7 – 0

Ms. Waters accepted.

**Motion:** Made by Ms. Gibson-Quigley to nominate Ms. Dumas as a delegate to CMRPC FY 17.

**2<sup>nd</sup>:** Mr. Blanchard

**Vote:** 7 – 0

Ms. Dumas accepted.

**Motion:** Made by Ms. Dumas to nominate Ms. Gibson-Quigley as an alternate to CMRPC FY 17.

**2<sup>nd</sup>:** Mr. Blanchard

**Vote:** 7 – 0

Ms. Gibson-Quigley accepted.

### **TOWN PLANNER UPDATE**

None

### **OLD/NEW BUSINESS**

None

### **NEXT MEETING**

September 13, 2016

On a motion made by Mr. Cunniff, and seconded by Ms. Hart, and voted 7– 0, the meeting adjourned at 7:30 PM.