

MINUTES OF WESTBOROUGH DESIGN REVIEW BOARD
March 02, 2016

The Westborough Design Review Board held a regularly scheduled meeting in the Forbes Municipal Building, second floor, Suite 23. Members present for discussion were Debbie Schradieck, Dan Martin, Charlie Diamond, Todd Alexander and Cindy DuBose. Member Mike Hally was absent.

At 8:30 a.m. the Board met with Leanne and Todd Hathaway on signage for a doggie daycare facility entitled “All about the Pup” located at 25 Brigham Street.

Mr. Todd Hathaway said they are here to get our sign finalized for “All about the Pup”. He brought 7 copies of the application for the Board to review. We put up the 2’ x 4’ temporary sign and you can’t read it from the street so we made a sign from paper that was 3’ x 6’ and it is much better.

Chairman Debbie Schradieck said she has been out to their site and agrees that the 3’ x 6’ size is better because they are set back from the street.

Member Cindy DuBose asked if the font they are using for the sign fits within the Historical District Guidelines for approved fonts.

Mrs. Leanne Hathaway said the font they use is copyright for their business and part of their logo.

Chairman Debbie Schradieck said because of there the location of their building is, in an industrial area, she is not sure they need to have a historic font. She is okay with the font.

Member Cindy DuBose agreed that she is also okay with their font due to their location. She just needed to bring up the fact that there is a list of acceptable fonts by the Historical Commission.

The Town Planner asked a question about their application. It says the diagram for the sign is on page 2. He only has pages 1 & 3.

Mrs. Leanne Hathaway said she has an update of the diagram. The only difference with the diagram is the size of the sign which is now 3’ x 6’.

The Town Planner said he has organized their application and dated all three sheets as 03/02/16 and noted that the sign dimensions are 3’ x 6’ as shown on the application today; Page 2 is the sign with the font and colors; and Page 3 shows the dimension of the sign as 3’ x 6’ with the lighting.

Member Dan Martin asked if the light is already installed.

Mrs. Hathaway responded not yet.

Chairman Debbie Schradieck motioned to approve the application for signage and lighting for “All about the Pup” dated, March 02, 2016 which includes the sign size as 3’ x 6’ and the Lighting Specification, Portfolio Ellicott 13.12 in H Galvanized Dark Sky Outdoor Wall Light and the logo for the business. The motion was seconded by Member Todd Alexander and unanimously voted.

At 8:40 a.m. the Board met with Mr. Marc Pillsbury from Northern Exposure Sign representing Sotheby’s Realty for a lighting issue located at 25 West Main Street. Sotheby’s already has Design Review Board approval granted on the sign. Initially they talked about their sign being flat mounted, extending out from the building to be seen on both sides. It was to have gooseneck lighting over it. A more attractive way to go would be LED lighting from above that is a custom made product that he made to go over the sign. This section will be 4 feet long and is double sided. It will be mounted on top of the sign. When the lights are off, you won’t even know it is there. At night it will go on by a timer and light up the face of the sign. The lighting will be the same color as the sign.

Member Charlie Diamond said this is be more defused lighting on the sign.

Mr. Pillsbury responded that it will be more focused on illuminating the sign. There are so many gooseneck lights already on the building, he is not sure this lighting is even necessary. The light is very attractive and clean looking. If he was adding another gooseneck lamp it would be too much for the front of the building.

The Town Planner asked if this will be perpendicular to the building. The sign lighting is virtually invisible. It looks like it is part of the sign.

Mr. Pillsbury responded yes. During the day it looks like part of the molding. The light will also be placed on a dimmer so if the lighting is too bright, it can be dimmed. You will not see any brackets or wiring. It will have a small 2 inch molding.

Chairman Debbie Schradieck did not like the sample picture that was shown. The molding was too big and too shiny.

Mr. Pillsbury said he is using a flat paint and only 2 inch molding.

Member Dan Martin asked if the original approval is with the sign and gooseneck lighting. Is there molding on the sign now that would have to come off?

Mr. Pillsbury said the lighting would go on top of the molding.

Mr. Dan Martin said he would rather go with this than the gooseneck lighting.

Member Todd Alexander said he agrees.

Chairman Debbie Schradieck said she is concerned that the sign has changed from the original approval.

Member Dan Martin said he believes all we need to see is a profile of the light, the molding, to see how thick the molding comes out.

Chairman Debbie Schradieck said if this becomes less molding it might work better with this lighting.

The Town Planner agrees. If the sign has changed, it needs to be approved by the Design Review Board.

Mr. Michael Matthews said that Sotheby's is requiring them to make the change to a smaller molding.

Mr. Pillsbury said the original sign had molding that was 4 inches in width and now they want to go down to 2 inches which will allow more space for larger letters.

Chairman Debbie Schradieck said after reviewing the approving back in September, it shows a sign with bigger molding and different lighting.

The Town Planner said the Board likes the lighting proposed. The size of the letters and the color of the sign are not changing. We will only be looking at the molding. IF the size of the sign is not changing and the Board likes the lighting, you can begin fabricating the lighting for the sign. When you get your building permit, the Building Commissioner will not sign off on the sign if the sign approved is different from what is installed in the field. However, you can get started on the fabrication of the lighting. Get me the information on the new sign and we will set up another Design Review Board meeting.

Mr. Michael Matthews said he has a picture of the new sign in his office. He will get it for the Board.

The discussion will be continued.

At 8:55 a.m. the Board met with Mr. Marc Pillsbury of Pillsbury Sign representing Traci Portnoff for signage at 1300 Union Street in Bay State Commons.

Mr. Pillsbury said the signage is for a dental office called "Cornerstone Dental". They are currently located in a small office at 65 West Main Street. They reviewed the Application and

specification sheet. The colored rocks are supposed to represent balancing rocks, it is their logo. It is a sign of tranquility.

Mr. Pillsbury said the balancing stones are not his design but was created by a graphic artist. The square behind the rocks is going to be a frosted piece of plexi-glass and use aluminum studs in the corners. The letters will be stud mounted to the brick using 2" x 1/4" aluminum threaded studs.

The Town Planner said there are several businesses at Bay State Commons that have done the same thing (Sachi, Roche Brothers).

Mr. Pillsbury said this is what the landlord requested. We initially requested to do a sign and were told to do individual letters with no lighting. They have a street light in front of the building. Internally we will mount the logo.

The Town Planner said if you are placing something in the window it is a percentage of the window (20%).

Mr. Pillsbury said it will not be in the window but on a wall.

Chairman Debbie Schradieck said she likes that there will be something permanently on one of the walls.

The Town Planner asked if the square with the balancing rocks is a corporate logo. Do they have this currently?

Mr. Pillsbury replied yes, where they are now.

The Town Planner asked would they go without the square and just do the stones.

Mr. Pillsbury said he can suggest this to them. He does not think the square will look bad. You probably will not even see the square.

Chairman Debbie Schradieck agrees that the transparent glass is designed to fade away. But then you will get light hitting it making it a glowing object. But at this location, it will not get hit with light very often so it should be fine. How are the stones being fixed to the square?

Mr. Pillsbury said they will be individually cut and raised.

Chairman Debbie Schradieck responded that if they are individually cut and raised, she likes this better because it will give it more depth and dimension.

The Town Planner said you should rethink the color of the stones. They darker colors will be fine but the grey stone might not be seen.

Member Dan Martin said he does not care for the logo but the size of the letters and font is fine.

The Town Planner said that Mr. Pillsbury has given us the dimensions of both the sign and the logo; he gave us the dimensions of the area to be covered (189") by both the logo and the letters. Do we have the actual size of the 3 sizes of the letters?

Mr. Pillsbury responded no he does not but will send them to the Board. He has a template to produce these letters.

The Town Planner said email it to him today with the specs and size of the letters and note the colors of the letters and he will attach it to the approval (Dimensions attached).

Mr. Pillsbury said the letters will be white PVC.

Member Charlie Diamond said the letters are vinyl and won't they expand?

Mr. Pillsbury said there will be holes drilled in the back of the lettering and there will be studs installed in the holes and then corresponding holes will be drilled into the brick and then the letters will be set in with epoxy.

The Town Planner asked are they using any anchor hooks.

Mr. Pillsbury responded no just the epoxy. They have never had a problem with these letters.

The Town Planner reminded the Board that Sachi was done the same way. The letters were individually mounted.

Chairman Debbie Schradieck motioned to approve the Application for "Cornerstone Dental Care at the Commons" dated 03/02/16 and it includes the specifications for white raised lettering and a logo on plexi glass with size and dimensions. The approval is conditional upon receiving the lettering dimensions. The motion was seconded by Member Charlie Diamond and unanimously voted.

At 9:10 a.m. the Mr. John DeSousa, Sea Coast Consulting, LLC met with the Design Review Board to explain the renovation of the store front at Westborough Plaza (Plant Bazaar) located at 50 East Main Street.

Mr. DeSousa said he is the engineer/architect for this project and they are doing the construction for the renovation of the exterior/interior façade and extension. They plan to remove the greenhouse glass at the front and build a new front entrance that will be brick with windows to match adjoining retail facades with standing seam aluminum metal mansard roof. The mansard roof color will match adjoining existing roof. Currently the north side wall is concrete block painted beige. This wall and the opposite wall of the building containing Taylor Rental will be painted a brick color. This color will be provided for Design Review Board approval at a later date which will be Sherman Williams paint. The window frame color will be matched to the existing adjoining façade windows.

Mr. DeSousa said he will come back again when the owner finalizes what he wants for signage. Today he is here just for the exterior work portion.

The Town Planner asked who is going into this space.

Mr. DeSousa responded that they do not have a renter at this time. Once we know a tenant, we will outfit the interior of the space to match their needs. It will be 1,600 square feet of space.

Chairman Debbie Schradieck asked what you are doing to the wall. This is a really long wall and very visible.

Mr. DeSousa said if we do anything other than match what is already there, we would have to renovate the whole building. If you are going in the opposite direction you see the same expanse on the other side.

Chairman Debbie Schradieck said the purpose of this Board is to make any renovation look as good as possible when we get the chance. She would love to see something other than concrete on that wall. One option would be to run the brick façade back a little bit further.

Mr. DeSousa said he is already running it 14 feet.

The Town Planner said the colored wall does not match anything being a cream colored wall against red brick. How about colorizing the wall.

Mr. DeSousa said he will talk to his client about colorizing the wall and also see if he would be willing to colorize the Taylor Rental wall as well.

Member Dan Martin remarked that every concrete wall is cream in color. So if you are going to change the color here you will have to do all the concrete walls. They need to be consistent.

The Town Planner said he received an email from one of the Board members who suggested colorizing the concrete or maybe doing a mural reflecting what the business is inside. It would be good advertising for the tenant and beautify the building at the same time.

Chairman Debbie Schradieck says she is okay with that. It could solve the problem.

Member Dan Martin said there are a lot of utilities on this wall. You have a white container, a dumpster. Maybe relocate them to the back of the building.

Mr. DeSousa said the Plant Bazaar was using a walk in cooler for their office. The front portion of the cooler was for flowers and they created an office/day care in the back portion of the cooler out of cardboard. Needless to say we have ripped this all out. It is no longer in use.

Member Dan Martin asked if the front of the building will be aligned with the rest of the plaza straight across.

Mr. DeSousa said they are ripping up the whole greenhouse and putting in a real foundation with walls. Many of the exterior walls are getting rebuilt. There was no foundation under the Plant Bazaar. It was a dirt floor.

Chairman Debbie Schradieck said she understands we are just working on this one thing in the plaza. It will be an improvement over what is there.

Mr. DeSousa said there will be another step coming up in the next couple of years. At that point, there is someone interested in buying the whole plaza and changing the way it looks.

Chairman Debbie Schradieck offered options for color on the concrete wall. He can come back to the DRB with some color options, maybe in the brick family. If you could colorize those two walls it would be a great improvement.

Member Cindy DuBose agreed that a brick colored paint would look good on the cement wall.

The Town Planner said that the cinder blocks on the side of the building actually look like the size of brick and if painted brick color, you would have a hard time telling from the road that it is not brick.

Member Dan Martin asked will the façade be the same height as the other building. Will you square off the building and bring the roof to the end of the building.

Mr. DeSousa responded yes it will be the same height.

The Town Planner said you have already started your demolition work. What would you need from us before you can return with a color because we don't want to hold you up?

Chairman Debbie Schradieck said the only color we need to match is the paint for the wall. That will be one of the last things he will do.

Chairman Debbie Schradieck motioned to approve the Application from Sea Coast Consulting on behalf of Harpers Enterprises regarding the building formerly known as the "Plant Bazaar" as shown on the Application dated 02/22/16 with the attached Specifications along with elevations dated 01/25/16 entitled "Renovation Elevations" at 50 East Main Street, Westborough, MA; and to include a computerized color matching on the windows, doors, roof and metal cap on roof edge. This Approval does not include brick paint color for the concrete block north wall (former Plant Bazaar) or south side of the Taylor Rental building. This color will be resubmitted to the DRB for its approval prior to approval prior to being painted. Any signage for a new tenant shall be submitted to the DRB for its approval prior to installation. The motion seconded by Member Charlie Diamond and unanimously voted.

There being no other business, the meeting adjourned at 10:00 a.m.

Respectfully,

Sandy Spinella/Administrative Assistant

APPROVED:

----- Debbie Schradieck, Chairman	----- Cindy DuBose	----- Dan Martin
----- Todd Alexander	----- Charlie Diamond	-----



TOWN OF WESTBOROUGH MASSACHUSETTS

OFFICE OF THE DESIGN REVIEW BOARD

Telephone: (508) 366-3055

Debbie Schradieck, Chairman

Forbes Municipal Building
45 West Main Street
Westborough, Ma. 01581

March 09, 2016

To: Tin Htway
Zoning Enforcement Officer

From: Jim Robbins, Town Planner

Re: Cornerstone Dental
Special Permit T-OV #05-1

The Westborough Design Review Board held a meeting on March 02, 2016 and offers the following recommendation:

To approve the Application for “Cornerstone Dental Care at the Commons” dated 03/02/16 including the specifications for white raised lettering and a logo on plexi glass with size and dimensions. The approval is conditional upon receiving the lettering dimensions from the proponent.

The dimensions were submitted to the Design Review Board on March 02, 2016 and are attached to this memo. This completes the Design Review Board requirement to proceed.

If you have any questions, please feel free to contact me at: 508-366-3055 Thank you.



TOWN OF WESTBOROUGH MASSACHUSETTS

OFFICE OF THE DESIGN REVIEW BOARD

Telephone: (508) 366-3055

Debbie Schradieck, Chairman

Forbes Municipal Building
45 West Main Street
Westborough, Ma. 01581

March 3, 2016

To: Tin Htway
Zoning Enforcement Officer

From: Jim Robbins, Town Planner

Re: All about the Pup – 25 Brigham Street

The Westborough Design Review Board held a meeting on March 02, 2016 and offers the following recommendation:

Approve the Application for signage and lighting for “All about the Pup” dated, March 02, 2016 which includes the sign size as 3’ x 6’ and the Lighting Specification, Portfolio Ellicott 13.12 in H Galvanized Dark Sky Outdoor Wall Light and the logo for the business.

If you have any questions, please feel free to contact me at: 508-366-3055 Thank you.



TOWN OF WESTBOROUGH MASSACHUSETTS

OFFICE OF THE DESIGN REVIEW BOARD

Telephone: (508) 366-3055

Debbie Schradieck, Chairman

Forbes Municipal Building
45 West Main Street
Westborough, Ma. 01581

March 9, 2016

To: Tin Htway
Zoning Enforcement Officer

From: Jim Robbins, Town Planner

Re: Westborough Plaza – 50 East Main Street (former Plant Bazaar)

The Westborough Design Review Board held a meeting on March 02, 2016 and offers the following recommendation:

Approve the Application from Sea Coast Consulting on behalf of Harpers Enterprises regarding the building formerly known as the “Plant Bazaar” as shown on the Application dated 02/22/16 with the attached Specifications along with elevations dated 01/25/16 entitled “Renovation Elevations” at 50 East Main Street, Westborough, MA; and to include a computerized color matching on the windows, doors, roof and metal cap on roof edge. This Approval does not include brick paint color for the concrete block north wall (former Plant Bazaar) or south side of the Taylor Rental building. This color shall be resubmitted to the DRB for its approval prior to being painted. This approval and painting work needs to be completed prior to occupancy. Any signage for a new tenant shall be submitted to the DRB for its approval prior to installation.

If you have any questions, please feel free to contact me at: 508-366-3055 Thank you.