

**Sturbridge Design Review Committee
Meeting Minutes
Monday, November 6, 2023
Center Office Building**

Present:

Elaine Cook
Chris Wilson
Richard Volpe
Chris Castendyk
Jeneé Lacy, Administrative Assistant

Also Present:

Dana Luzzo, Bondardi's Formalwear
Xiaoyang Liu, Ying Ying Body Work
Marco Baldieri, Mamma Italia
Kathy Baldieri, Mamma Italia
Thiago Torres, WhatAView Marketing (Virtual)
Joe Faucher, Brimfield Sign
Robin Grimm, Town Administrator

Meeting convened: 1:30 pm

Agenda

- Call to Order and Approval of Minutes of October 2, 2023
- Bonardi's Formalwear – 448 Main Street – Arch & Sign Design Approval
- Ying Ying Body Work – 504 Main Street – Sign Design Approval
- Gol Supermarket – 365 Main Street – Sign Design Approval
- Mamma Italia Ristorante – 139 Main Street – Sign Design Approval
- Town of Sturbridge – Intersection of Rt.20 & Rt. 131
- Old/New Business
- Next Meeting Dates
- Adjournment

Rich Volpe called the meeting to order.

Approval of Minutes of October 2, 2023

Motion to Approve Minutes of October 2, 2023

By: Chris Wilson

Second: Elaine Cook

Vote: All in Favor (4-0)

Bonardi's Formalwear – 448 Main Street



Dana Luzzo, of Bondardi's, presented her request to the DRC.

Re: Request for architectural and sign design approval

Zone: Commercial Tourist District

Proposal:

- Applicant seeks design approval to repaint the existing building and sign.

Materials:

- SW Paint

Colors:

- Exterior Walls: Slate Tile (SW 7624)
- Window & "Wedge" Trim: African Gray (SW 9162)
- Upper Trim: Black Magic (SW 6991)
- Sign: Slate Tile (SW 7624)

Lighting: Existing

Landscaping: Existing

DRC Comments/conditions: N/A

Motion to approve the architectural & sign design as presented.

By: Elaine Cook

Second: Chris Castendyk

Vote: All in Favor (4-0)

Documents Reviewed:

- *DRC architectural design review application*
- *Color samples & existing conditions photos*
- *Town Planner Report*

Ying Ying Body Work – 504 Main Street

Xiaoyang Liu, of Ying Ying Body Work, came before the DRC.

Re: Request for sign design approval

Zone: Commercial Tourist District

Proposal:

- Applicant seeks design approval for proposed installation of new free-standing sign.

Dimensions:

- Free-standing sign: 64"x64" (28.44 sq.ft.)

Materials:

- Free-standing sign: wooden sign with vinyl
- Existing wooden frame

Colors:

- Free-standing sign:
 - Background: White
 - Lettering & Graphics: Blue & Green
- Existing frame: White

Lighting: Existing gooseneck lighting

Landscaping: N/A

DRC Comments/conditions: The DRC requested that the property owner repaint the existing sign frame white.

Motion to approve the sign design as presented.

By: Chris Castendyk

Second: Chris Wilson

Vote: All in Favor (4-0)

Documents Reviewed:

- *DRC sign design review application*
- *Color Sign renderings*
- *Sign placement renderings*
- *Town Planner Report*

Gol Supermarket – 365 Main Street

Thiago Torres, of WhatAView Marketing, joined the meeting remotely and presented the sign design for Gol Supermarket to the DRC.

Re: Request for sign design approval

Zone: Commercial District

Proposal:

- Applicant seeks design approval for proposed installation of a new multi-tenant and building sign.

Dimensions:

- Building sign: 36"x84" (21 sq.ft.)
- Multi-tenant panel: 36"x84" (21 sq.ft.)

Materials:

- Building sign: PVC
- Multi-tenant panel: PVC

Colors:

- Building sign:
 - Background: Green & Yellow
 - Lettering & Graphics: Green & Yellow
- Multi-tenant sign: (to match Local Roots sign)
 - Background: Gold & Dark Green
 - Lettering & Graphics: Gold & Dark Green

Lighting: Existing

Landscaping: N/A

DRC Comments/conditions: N/A

Motion to approve the sign design for both the multi-tenant and building sign as presented.

By: Chris Wilson

Second: Chris Castendyk

Vote: All in Favor (4-0)

Documents Reviewed:

- *DRC sign design review application*
- *Color Sign renderings*
- *Town Planner Report*

Mamma Italia Ristorante – 139 Main Street

Kathy & Marco Baldieri, of Mamma Italia Ristorante, came before the DRC and presented their sign.

Re: Request for sign design approval

Zone: Commercial District

Proposal:

- Applicant seeks design approval for a pre-installed building sign.

Dimensions:

- Building sign: 34"x51" (11.9 sq.ft.)

Materials:

- Building sign: Arcylic

Colors:

- Building sign:
 - Background: Black
 - Lettering & Border: Gold
 - Graphics: Green, White & Red (Italian Flag)

Lighting: N/A

Landscaping: N/A

DRC Comments/conditions: DRC discussed the pre-installed multi-tenant panel, since the panel matches the other panels on the sign they stated that they are okay with it.

Motion to approve the sign design for the building sign as presented.

By: Elaine Cook

Second: Chris Castendyk

Vote: All in Favor (4-0)

Documents Reviewed:

- *DRC sign design review application*
- *Color Sign renderings*
- *Town Planner Report*

Town of Sturbridge – Intersection of Rt.20 & Rt. 131

Joe Faucher, of Brimfield Sign, and Robin Grim, Sturbridge Town Administrator, came before the DRC and presented the sign.

Re: Request for sign design approval

Zone: Commercial District

Proposal:

- Applicant seeks design approval for a new single faced monument sign. (Sturbridge Welcome sign placed on an island at the intersection of Rt.20 & Rt.131)

Dimensions:

- Monument sign:
 - Base: 3'x12'
 - Cabinet B: 16"x24"x11'
 - Cabinet A: 3'8"x16"x9'

- Welcome: 14'x30"
- Weathervane: 3'4"x4'

Materials:

- Monument sign:
 - Frame & Cabinets: Painted welded aluminum
 - Base: Painted aluminum faux stone

Colors:

- Monument sign:
 - Wathervane: Black
 - Cap: Black
 - Cabinet A: PMS 7570 (Rust Orange)
 - Welcome: Black w/ white returns
 - Cabinet B: Black w/ white & gold border
 - Base: Warm stones

Lighting: Solar down lighting

Landscaping: TBD

DRC Comments/conditions: The DRC asked about if any other corridor signage to come in the future will match this one. R. Grimm stated that it is the plan to match them. The DRC asked about plantings. R. Grimm stated that she would need to speak with the DPW and MassDOT in regards to future plantings.

Motion to approve the sign design for the sign with updated stone base rendering as presented.

By: Chris Wilson

Second: Chris Castendyk

Vote: All in Favor (4-0)

Documents Reviewed:

- *Application for Design Review*
- *Color sign renderings*
- *Location photo*
- *Dimensional renderings*
- *Gateway Signage Proposal*
- *Town Planner Report*

Old/New Business

Next Meeting Dates:

- December 11, 2023
- January 8, 2023

Adjournment

Motion to Adjourn

By: Chris Wilson

Second: Chris Castendyk

Vote: All in Favor (4-0)

Prepared by Jeneé Lacy