

Sturbridge Design Review Committee
Meeting Minutes
November 4, 2019

Meeting convened 1:30 pm
Meeting adjourned 2:01 pm

Present: DRC members Chris Castendyk, Elaine Cook, Amanda Normandin, Richard Volpe, Chris Wilson

Also present: Heather Dudko – Walgreens/Rite Aid and Allstate
Peter Champagne – Saw Dust Coffee House & Dessert Bar
Scott & Lynda Garieri – Work Connected/Village Dancewear

Location: Center Office Building – Second Floor Meeting Room

Agenda

- Call to Order and Approval of Minutes of October 7, 2018
- Continuation Walgreen/Rite Aid – 178 Main Street
- Allstate – 71 Main Street
- Saw Dust Coffee House & Dessert Bar – 371 Main Street
- Work Connected/Village Dancewear – 454 Main Street
- Old Business
- New Business
- Adjournment

Approval of Minutes of October 7, 2019

Motion by Chris Castendyk to Approve Minutes of October 7, 2019

Second by Amanda Normandin

Vote 5-0

DESIGN REVIEW
COMMITTEE
JAN 07 2020
APPROVED

178 Main Street – Walgreens/Rite Aid

Re: Request for signage design approval

Zone: Commercial District

Proposal:

- Remove existing Rite Aid signs and replace with Walgreens signs

Dimensions:

- Building signs – “Walgreens” – 28.54 square feet
- “Pharmacy” – 10.63 square feet
- Multi-tenant sign – 4.11 square feet

Materials:

- Acrylic faces
- 5” aluminum returns

- Aluminum backs

Colors:

- Building signs – PMS 186c – Red
- Multi-tenant sign – PMS Navy Blue on White aluminum

Materials reviewed:

- Photo of store front indicating existing and replacement signage
- Rendering of proposed Walgreens and Pharmacy signage
- Photo of existing multi-tenant sign indicating existing and replacement signage
- Rendering of proposed multi-tenant sign
- Property owner's permission form

Lighting: - Existing external illumination

Landscaping: N/A

DRC Comments/Conditions: It was brought to the attention of the applicant that the multi-tenant sign lettering proposed as Blue differed from the existing signs which are all in Black lettering. The applicant agreed to change the color to Black.

Motion by Elaine Cook to approve the signage as proposed with the stipulation the lettering on the multi-tenant sign be Black.

Second by Amanda Normandin

Vote 5-0

71 Main Street – Allstate

Re: Request for approval for replacement of existing signage with new design proposal

Zone: Commercial District

Proposal:

- Replace tenant panel in existing ground sign with new sign
- Replace existing roof sign with new sign

Dimensions:

- Tenant panel – 8 ½" x 81 ½" (5 square feet)
- Roof sign – 24" x 192" (32 square feet)

Materials:

- Roof and tenant signs – Aluminum refacing of existing non illuminated signs

Colors:

- Roof sign background – Tan edged in green
- Lettering – Green

- Multi-tenant sign – to match roof sign and existing colors of existing tenant panels

Materials reviewed:

- Landlord approval form
- Photo rendering of proposed roof sign indicating placement
- Photo rendering of proposed tenant panel and placement

Lighting: Existing

Landscaping: N/A

DRC Comments/Conditions: Re: the window sign, the Committee recommended the Allstate lettering minus the blue “swish” be relocated from the proposed window placement to the entry door. The applicant agreed to the change.

Motion by Amanda Normandin to approve the signage as proposed with the stipulation the Allstate lettering minus the blue “swish” be relocated to the entry door.

Second by Elaine Cook

Vote 5-0

371 Main Street – Saw Dust Coffee House & Dessert Bar

Re: Request for signage design approval

Zone: Commercial Tourist District

Proposal:

- Installation of a new roof sign
- Installation of a new tenant sign

Dimensions:

- Building sign – 5’2” diameter
- Multi-tenant sign – 16” x 60”

Materials:

- Building sign – PVC material; Lettering – Cedar Wood
- Multi-tenant sign – PVC material with Vinyl letters

Colors:

- Building sign background – Gray
- Coffee Cup Logo – Copper
- Lettering – Cedar Wood stained Espresso color
- Bracket – Custom made – aluminum and powder coated Black
- Multi-tenant panel – Background – Brown
Lettering – White

Materials Reviewed:

- Color rendering of proposed multi-tenant sign

- Rendering of proposed building roof sign
- Photo of existing building indicating proposed sign placement
- Photo of existing building indicating new sign placement
- Copy site plan showing sign locations
- Rendering of proposed roof sign bracket
- Photo of existing multi-tenant sign
- Photo of existing brick walkway to building entrance
- Sample of building sign background color

Lighting: Existing at Multi-tenant sign. New low profile roof lighting to be installed. Applicant will reposition existing ground light to shine on the new sign.

Landscaping: N/A

DRC Comments/Conditions: None

**Motion by Elaine Cook to approve proposed signage and lighting proposal
Second by Amanda Normandin**

Vote 5-0

454 Main Street – Work Connected / Village Dancewear

Re: Request for signage design approval for multi-tenant signage

Zone: Commercial Tourist District

Proposal:

- Replacement of existing Village Dancewear with new sign
- Installation of new Work Connected sign

Dimensions:

- Village Dancewear – 24" x 70" (12 square feet)
- Work Connected – 24" x 70" (12 square feet)

Materials:

- Village Dancewear – ¾" PVC with vinyl lettering
- Work Connected – ¾" PVC with vinyl lettering

Colors:

- Village Dancewear – Background – Magenta with 20 screen tint
- Lettering – Pantone 259
- Work Connected – Background – White
- Lettering – Pantone 285 Blue

Materials reviewed:

- Photo of multi-tenant sign indicating placement of both signs
- Rendering of proposed signage for Work Connected

- Rendering of proposed signage for Village Dancewear

Lighting: Existing

Landscaping: N/A

DRC Comments/Conditions: None

Motion by Chris Castendyk to approve signage as proposed

Second by Elaine Cook

Vote 5-0

Old Business

Noted: Building opposite Wendy's on Route 20 has several signs, none of which, to our knowledge, have been before the DRC for approval.

Noted: Multi-tenant sign for Hearthstones on Route 20 has an added sign which was not part of the original proposed sign approved by the DRC.

New Business

Is there a timeline for the completion of the sign inventory?

Next Meeting Dates – Monday, December 2, 2019, Tuesday, January 7, 2020, and Monday, February 3, 2020

Adjournment

Motion to adjourn by Richard Volpe

Second by Amanda Normandin

Vote 5-0

Prepared by Chris Wilson

Cc

J Bubon – Town Planner

N. Burlingame – Building Inspector

J Bridges – Town Administrator

Board of Selectmen

C Forgit

R Lacy