



Town of Sturbridge

DESIGN REVIEW COMMITTEE

DESIGN REVIEW COMMITTEE NOTICE OF DECISION SIGN

Applicant: Natalie M. Stanley DMD & Associates
69 Hall Road
Sturbridge, MA 01566

Phone: (860)753-0588

Agent : Graphics Unlimited, LLC
Aaron Perry
445 School Street
Putnam, CT 60260

Property Owner: JS Realty, LLC
490 Highland Street
Northbridge, MA 01534

Parcel Information: Assessor's Map 315-02548-069

Zoning Designation: Commercial District

Property Location: 69 Hall Road

Description of Request: Sign Design Request

Date of Meeting: March 7, 2022

Meeting Details: Request to allow for the installation of a replacement freestanding sign.

Committee Members Present: Elaine Cook, Chris Wilson, Chris Castendyk and Rich Volpe

Applicant for Permanent Sign Request:

- Request for design approval for a replacement freestanding sign.

Dimensions:

- Upper Panel: 47.5" x 62.25"
 - Tenant Panels: 29.25" x 62.25"
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- Whole Freestanding Sign: 73.5” x 124”

Colors:

- Upper Panel
 - Background: Blue with white border
 - Lettering: White
 - Logo: White and gold
 - Address Number: Back background with white numbers and border
- Tenant Panels
 - Blue Background
 - Raised Panels: White background with black border and black or blue lettering

Materials:

- Lettering: Carved or vinyl

Materials Reviewed:

- Sign application
- Sign rendering
- Photo existing sign
- Map & Existing location photo

Lighting: Existing up lighting will be removed when sign is installed; the sign company will follow up and let the Planning Department know what type of new lighting will be installed.

Landscaping: New landscaping will be put in around base of sign.

DRC Comments/conditions: The DRC brought up concerns that some businesses located at 69 Hall Road were not shown on the rendering for the new sign. The Planning Department will follow up with the sign company and owner of the building to find out what the status is of the other businesses.

At the meeting of March 7, 2022 there was a motion by Chris Castendyk seconded by Elaine Cook and voted 4-0 to approve the standalone sign as presented.

At the meeting of March 7, 2022 there was a motion by Chris Castendyk seconded by Elaine Cook and voted 4-0 to approve the multi-tenant panels as presented.

The applicant shall be aware that this approval is for the design only. A permit to erect the sign must be obtained from the Building Inspector:

R.V.
Richard Volpe, Chair

3/8/2022
Date

cc: Building Inspector