March 24, 2021

Design Review Committee
c/o Jean M. Bubon, AICP Town Planner
Town of Sturbridge Planning Department
Center Office Building
301 Main Street
Sturbridge, MA 01566

Re: **Design Review Committee Architectural Review Application**
"Noble Energy Travel & EV Discovery Center"
#195, 197, 201, & 201A Charlton Road (Route 20) Sturbridge, MA
CMG ID 2020-127

Dear Design Review Committee,

On behalf of Noble Energy Real Estate Holdings, LLC (Applicant), CMG is writing you this letter to describe the proposed work located at 195, 197, 201, & 201A Charlton Road (Route 20) in Sturbridge, MA (the "Site"). The existing Site consists of four (4) separate properties totaling approximately 7.3 +/- Acres located in a Commercial II Zoning District.

The Site is currently occupied by a vacant former restaurant building and truck terminal business with associated office space and paved parking areas. There are also existing underground storage tanks (UST) associated with the truck terminal business located on-site. Currently all Site stormwater runoff is discharged directly to the Rte. 20 drainage system with no current on-site treatment. Site is serviced by Town water and sewer available within the adjacent Route 20 right of way.

Existing Site Photographs are included as **Attachment #1** to this letter.

Proposed "Noble Energy Travel Center" & "EV Discovery Center"

Noble Energy (Applicant) is proposing to purchase the existing four (4) parcels totaling approximately 7.3 +/- Acres and create two (2) new commercial properties. Applicant proposes to construct the following:

Lot 1 will include a proposed 8,437 +/- SF Noble Energy Filling Station / Convenience Store with Drive thru coffee / sandwich shop, and "Frisbie's Ice Cream" take out and outdoor walk-up service window. The filling station will provide ten (10) motor vehicle fueling islands with overhead canopy, ten (10) electric vehicle charging spaces with overhead canopy, and four (4) high speed diesel fueling positions.

Lot 2 will include a proposed 16,640 +/- GSF, 2-Story Electric Vehicle (EV) Discovery Center to include a first-floor electric vehicle display showroom and discovery learning center. Second floor will include an approximate 120 seat full-service restaurant and bar, outdoor patio, and separate office space for Noble Energy and building tenants. The Applicant is also partnering with nearby Nichols College to provide a management training program at this facility giving students both local employment and management experience.

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DRC Application Section E – Conformance with Design Standards

Noble Energy has retained two (2) separate Architecture firms for each of the two (2) proposed buildings:

- MDA Architecture - Noble Travel Center
- Phase Zero Design – Noble EV Discovery Center

MDA Architecture and Phase Zero Design are providing separate letters detailing how each respective design addresses the DRC Application Section E – Conformance with Design Standards Items 1 ~ 11 with the exception of Site Landscaping. Joseph Coan, JCLA a licensed Massachusetts Landscape Architect prepared the Site's landscape design and his comments are provided below.

Section E.10. Conformance with Design Standards -Landscaping

The landscape plan consists of predominantly native large and medium size trees, shrubs, and perennial plants to provide various functions related to the existing site conditions and the proposed improvements. The plants chosen for this landscape are hardy species that will provide color, texture, and interest throughout the four seasons of New England.

Large deciduous trees are proposed adjacent to the parking area and pavement to provide shade and reduce the heat-island effect of the pavement. Conifers are proposed where required to provide a landscape buffer to adjacent properties and also to screen utilitarian items on site. Shrubs are proposed along walking routes to add aesthetic benefits to the pedestrian experience in and around the Site. Plants chosen for the rain garden are native species that will be adaptable to the water fluctuation in the rain garden. The plants chosen provide pollinator opportunities for insects and attract multiple species of butterflies and birds.

CMG is enclosing for your review the "Noble Energy Travel & EV Discovery Center" Overall Site Layout Plan, Existing Conditions Plan, ADA Accessible Details, Landscape Plan, and Lighting Plan for your review. Preliminary Architectural design plans for each of the two (2) buildings are also enclosed for your review and comment.

Please contact me at (508) 864-6802 with any questions or if you need more information.

Thank you.

Sincerely,
CMG ENVIRONMENTAL, INC.

David T. Faist, P.E.
Principal Civil Engineer

Attachment

cc. Michael Frisbie, Noble Energy

ATTACHMENT #1

PHOTOGRAPH #1

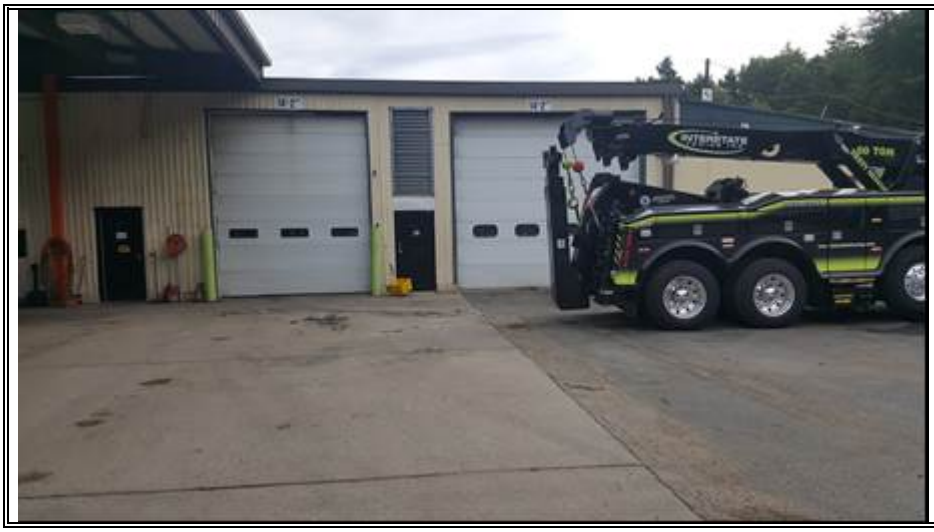
FRONT (NORTH) SIDE OF 201 CR (TRUCK STOP) BUILDING (LOOKING SOUTH).

PHOTOGRAPH #2

PUMP ISLAND (DIESEL FUEL) AREA SOUTHWEST OF TRUCK STOP BUILDING (LOOKING SOUTHEAST).

PHOTOGRAPH #3

BACK AND EAST SIDE OF 201 CR BUILDING (LOOKING WEST).

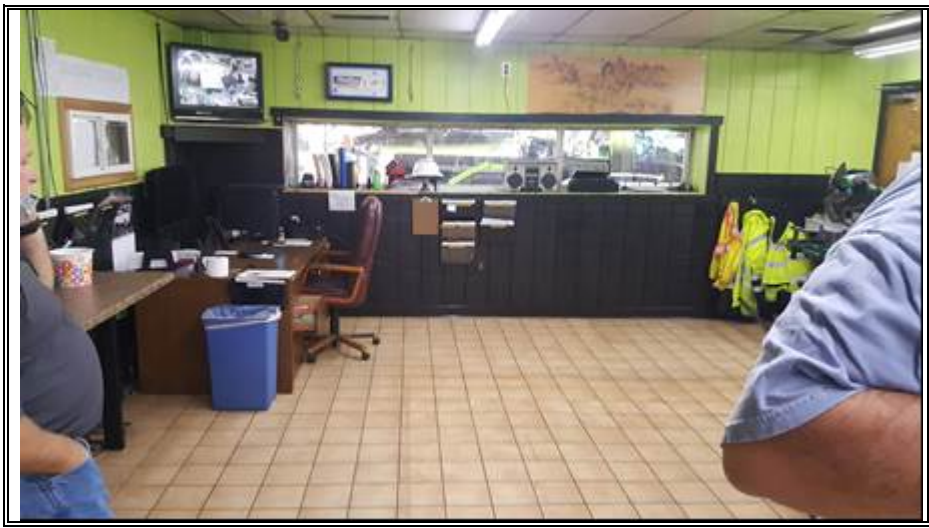


PHOTOGRAPH #4

SERVICE BAY DOORS TO SOUTHWEST SIDE OF 201 CR BUILDING.

PHOTOGRAPH #5

TYPICAL DISPENSER ISLAND.



PHOTOGRAPH #6

DISPATCH AREA INSIDE 201 CR BUILDING.

PHOTOGRAPH #7

FORMER SEPTIC AREA NORTHEAST OF 201 CR BUILDING (LOOKING NORTHWEST AT CR).

PHOTOGRAPH #8

FORMER OFFICE BUILDING AT 201 CR (LOOKING SOUTHWEST).

PHOTOGRAPH #9

197 CR FORMER RESTAURANT BUILDING (LOOKING EAST).

PHOTOGRAPH #10

AREA OF FORMER MOTEL BUILDING (LOOKING NORTHWEST) AT 195 CR.

PHOTOGRAPH #11

BEHIND RESTAURANT BUILDING (LOOKING NORTHWEST).

PHOTOGRAPH #12

BACK PARKING AREA AT 201 CR (LOOKING SOUTHWEST).

PHOTOGRAPH #13

CLEARED AREA BEHIND RESTAURANT BUILDING AT 197 CR (LOOKING SOUTHEAST).

PHOTOGRAPH #14

CAR IMPOUND AREA IN 201 CR SOUTH SITE CORNER (LOOKING SOUTH).

March 22, 2021

Town of Strurbridge
Design Review Committee

RE: Architectural Review Application – Noble Travel Plaza RT 20, Sturbridge, MA.

The following items are respectfully submitted in response to the Town of Strurbridge's Design Review Committee Architectural Review Application. Responses are numbered in accordance with the corresponding requirements in the application.

1. The height of the proposed structure is 34'-8" (measured to the ridge) and is in conformance with the C2 zone maximum height of 35'. The gabled main roof configuration is consistent with the established New England colonial vernacular in the area seen in Cornerstone Bank and Steve's Collision.

2. Windows and doors in the main portion are fixed bronze colored aluminum storefront framing members with clear glazing. Windows and doors vary from 8' to 10' tall to allow an abundance of natural light into the structure. The travel plaza utilizes large, glazed areas to create a welcoming and safe retail environment that traditionally colonial fenestration does not provide.

   The walk-up ordering area at Frisbie's Ice Cream can be seasonally enclosed with sliding aluminum doors which are concealed when not in use.

3. The travel plaza facade is aligned parallel to RT 20 and is setback over 150' from the roadway. The travel plaza's 140' length, roof type and scale are similar to both Cornerstone Bank and Steve's Collision which are approximately 120' long each.

   The deep setback from the road, which is similar to or greater than those of the immediately adjacent buildings, serves to visually reduce the length of the travel plaza. The scale, mass and design of the travel plaza reinforces the vernacular established by Cornerstone Bank and to a lesser extent Steve's Collision.

   The massing of the structure clearly defines the two public entrances with a gabled sign fields of different sizes, deep protective soffit overhangs, full height glazing and architectural pilasters which visually address RT 20. The Frisbie's Ice Cream walk up windows are setback from the primary facade line and are accessed through a 12' arched opening in the north west corner of the building. The ordering area in turn opens into the enclosed outdoor seating and seasonal counter service area. This recessed ordering area introduces light and shadow deep into the facade and provides a safe and visually interesting outdoor space for patrons to enjoy.

The primary fuel dispenser canopy located in front of the travel plaza is set back just over 40’ from RT 20. As viewed from RT 20, the high canopy, compact roof line and minimal vertical structural components allow a clean sight line to the travel plaza beyond. The high speed diesel and EV canopies located elsewhere on the property are identical in design with respect to height, materials and finish to that of the primary fuel dispenser canopy while the signage, canopy length and width varies.

4. Roof shape uses a modern New England vernacular with respect to the gable proportions, pitch and massing. The gable end walls are pulled in 8' creating a hip roof at either end to reduce the buildings visual length parallel to RT 20 and create a more personal scale at the patio area. With respect to context, the overall height of the travel plaza is slightly higher but similar in basic configuration, pitch and material to Cornerstone Bank.

   Two intermediate gables of varying sizes, face RT 20 to create the tenant signage fields while also breaking up the massing of the roof. Rakes, main building soffits and entrance soffits are 12", 24" and 48" deep respectively and contribute to a further reduction in building scale by adding shadow to the facade and creating a variation tones on the facade's cladding.

   The roof for this single-story building begins 16' above grade and proceeds at an 8/12 pitch to a max height of 34'-8". The roof utilizes a charcoal colored 30-year architectural shingle which although a modern material, provides the visual depth and shadows reminiscent of traditional wood shingles.

   Canopies used to protect patrons from the elements when fueling / charging vehicles have low slope mansard or hip roofs and shingles that match the travel plaza roof to create a uniform appearance. The low sloped canopy roof lines minimize their scale with respect to their surroundings as mentioned in item three above.

5. Scale of the travel plaza is in keeping with traditional New England colonial style architecture with a familiar single-story cape like appearance similar to that utilized by Cornerstone Bank.

   Exterior materials are durable and low maintenance versions of traditional New England building materials. A cultured stone base, cement-based clapboard siding (with 5” exposure) and PVC trim (with plugged fastener holes) are used on all sides of the travel plaza. To the extent possible, all materials will be prefinished. Roof shingles are described in section four.

6. The shape of the facade line, which is 140’ in length, is similar to those seen in the Cornerstone Bank and Steve’s Collision, both of which are approximately 120’ in length. The general alignment of the travel plaza put its length parallel to RT 20 which is in keeping with the predominant alignments of most of the adjacent buildings.

7. The free-standing white pylon sign adjacent to RT 20 utilizes traditional colonial design elements compatible with the travel plaza vernacular such as fluted pilasters, pediment with finial, decorative trim scrolling and a cultured stone base.

Signage is externally illuminated with horizontally mounted minimalist "bar" type LED lighting fixtures identical to those used on the wall mounted building signage. Pylon sign lettering is acrylic raised channel letters on a white background. Additional details are included in the accompanying signage detail drawings. Building and canopy signage are also individual channel letters externally illuminated by bar type LED fixtures.

8. Not applicable. No historically significant structures are part of the redevelopment.

9. Number not used in application.

10. Response by CMG

11. Wall mounted lighting on the front facade is comprised of four individual fixtures which are a modern interpretation traditional lantern type fixtures. The lights frame the primary entrances on building and have limited light throw, illuminating only the immediate area and due to the 150' setback distance from RT 20, do not contribute to offsite illumination. Sides and rear of the building utilize a horizontally mounted thin LED fixture with opaque tops that throw light down in the area adjacent to the building. The aforementioned fixtures and the recessed can lighting are Dark Sky Compliant.

    Recessed LED soffit lighting will be provided at intervals appropriate to provide even illumination of the facade. Effort will be made to keep the travel plaza and canopy LED color in the 4K range.

Should the committee require additional information and or clarification on this correspondence please do not hesitate to contact me.

Best regards,

Joseph A. DeLuca, RA, NCARB
Principal

PHASE ZERO DESIGN

March 25, 2021

Town of Sturbridge, Massachusetts
Design Review Committee
308 Main Street
Sturbridge, MA 01566

RE: Architectural Review Application
Electric Vehicle (EV) Discovery Center, Lot 2
Charlton Road

Dear Members of the Design Review Committee,

The proposed Electric Vehicle Discovery Center for Charlton Road is a unique concept in and of itself, which warrants an attractive and inviting building to house the alternative fuel conveyance systems and vehicles the Discovery Center will promote. The ground floor will house the Electric Vehicle Discovery Center, a not-for-profit entity focused on the education of the public on the benefits of electric vehicles. The Center is not to be confused with a retail automotive showroom; the vehicles themselves are not for sale, and instead are provided to introduce the public to a broad range of manufacturer's products that might include personal passenger vehicles, Segways, bicycles and motorcycles, taxis, trucks and busses, sports and race cars, batteries and charging systems, and may even include electrical boats, snow mobiles and other types of electric powered recreational vehicles. The Center intends to showcase the cutting-edge development, manufacturing and design processes that go into creating these unique vehicles and anticipates becoming a tourist destination for those interested in these new technologies.

In addition to the Discovery Center on the ground floor, the building will also include a two-story lobby/ gathering space, a community room and storage for the Discovery Center's exhibits and equipment.

The second floor includes a for-profit restaurant open to the public, with both indoor and outdoor dining, and an interior/ exterior bar & gathering space. Designed to be a destination for the region, this restaurant will support a complete teaching kitchen which will foster relationships with local and regional colleges and universities, where students will gain hands-on experience as they pursue degrees in business & hospitality management and the culinary arts. Like the Discovery Center, the restaurant will be a teaching classroom designed to showcase exciting menu options and culinary breakthroughs, all available for the public to try and enjoy. The restaurant is believed to also have a regional attraction which will pair well with the intent of the Discovery Center.

The Second Floor will also include a reception area, offices, conference room and support spaces for Nobel Energy, and cold and dry storage for the restaurant.

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The intent of both the Discovery Center and the restaurant are to create a unique educational, tourist-focused destination for the Town of Sturbridge. The concepts would seem to juxtapose quite well with Old Sturbridge Village, in a complimentary manner. While the Village provides a living link to our past in a hands-on format, the Discovery Center and Restaurant will look to offer an educational venue that similarly promotes what will become our future. At Old Sturbridge Village the buildings themselves are educational tools to support the historical environment and learning, and similarly the Discovery Center wishes to showcase the concept of sustainable, renewable energy focused transportation in not only the building's design, but also in its use of materials and glazing.

The following items are respectfully submitted in response to the Town of Sturbridge's Design Review Committee Application, Section E, Conformance with Design Standards. Responses are numbered in accordance with the corresponding requirements in the application.

Item #1 - Height of Structure:
The Height of the proposed Discovery Center building 32'-0" overall, with a raised element that shields the restaurant's roof top equipment at 35'-0". The building is in conformance with the C2 zone maximum of 35'-0". The building is similar in profile to the recently developed office building at 198 US Route 20, and will be similar in height to the travel plaza building that will be part of this development.

Item #2 - Windows and Doors:
The windows and doors of the Discovery Center building are aluminum frame with large expenses of glazing for bringing natural light into the building, as well as showcasing the activities to take place inside the Discovery Center. The amount of glazing, and its use as an exterior material, is similar to the glazing amounts and sizes of the recently developed office building at 198 US Route 20.

Item #3 - Relationship of building mass and shapes:
Discovery Center building is sited such that only 100' of the main façade is experienced when driving along US Route 20. The bulk of the building angles away from the street to the south along the property line and is mostly hidden by the adjacent site landscaping. As such, the building itself appears much smaller in size, and is more in harmony with the size (length) of the Cornerstone Bank building and Steve's Collision across the street (which are each approximately 120' in length). The mass of the building is also more in line with the Seven Hills Professional Office Building across the street but will present a much smaller profile compared to this building, and will also be perceived as much smaller than the recently developed office building at 198 US Route 20.

The building also includes an exterior deck that wraps the building on its southern and eastern facades. The Building's deck will help to add interest and detail to the façade and includes an exterior stair like that of the Seven Hills Professional Office Building.

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Item #4 - Roof Structure:
The Discovery Center's roof is a low-slope roof with internal roof drains and screening to hide views to roof-top equipment and systems. The roof design is like that of the recently developed office building at 198 US Route 20.

Item #5 - Building Scale:
While the scale of the Discovery Center Building will be similar to the Seven Hills Professional Office Building across the street but will present a much smaller profile compared to this building, and will also be perceived as much smaller than the recently developed office building at 198 US Route 20.

Exterior materials are durable and low maintenance, and include metal panel in greys, wood tones and silver finishes. The colors themselves are in keeping with much of the palette on the Seven Hills Professional Building as well as the materials on the recently developed office building. The variety of materials, colors, signage and the exterior deck on the southern and eastern facades will all help to break down the overall scale of the building, while adding architectural features and interest. On the façade facing US Route 20, an angled roof parapet, horizontal banding, material changes and changes in the elevation all work together to reduce the overall scale of the building.

Item #6 - Façade line, shape and profile:
On the Discovery Center's façade line, which when viewed from US Route 20, is only 100' in length. The general alignment of the building is parallel to US Route 20, which is in keeping with the predominate alignments of most of the adjacent buildings in this area.

Item #7 - Signage:
All signage proposed for the Discovery Center will be externally illuminated or will be 'halo' style back-lit signs. The signs will be pin-mounted individual letters or brushed or painted aluminum, similar in design and profile to the '198' sign on the recently completed office building, but smaller in scale.

Item #8 - Preservation of Historic Structures/ Elements:
Not Applicable, no historically significant structures are part of the redevelopment.

Item #9 - (Not Used)

Item #10 - Site Landscaping:
Reference response regarding site landscaping provided by CMG.

Item #11 - Lighting:
Site Lighting directly around the building will be provided primarily by lighted decorative bollards and landscaping lighting, designed to highlight or spot various aspects of the landscaping and building. All lighting shall be shielded, LED, dimmable, and be Dark Skies Compliant, and shall not cast light on the surrounding properties or roadway. The building itself, with the glazed areas in each facade, are designed to provide a 'glow'

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during the evening hours to highlight the events and displays happening inside. As such, exterior lighting will be minimal provided only for wayfinding and where needed for safe access.

Lighting on the upper deck in at the restaurant will also be minimal, designed to provide a level of ambient lighting for the comfort of diners. This lighting source will be low-level, indirect LED lighting only for wayfinding and where needed for safe access. Most dining tables will also, most likely, include a light source designed to complement fine-dining activities. All deck lighting shall be shielded, be Dark Skies Compliant, and shall not cast light on the surrounding properties or roadway

Should the Committee require additional information and or clarification on this correspondence please do not hesitate to contact our offices.

Respectfully submitted,

Phase Zero Design INC

Matthew D. Wittmer, AIA, LEED-AP, NCARB
Principal

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